BROADCASTING

combined with Broadcast Advertising

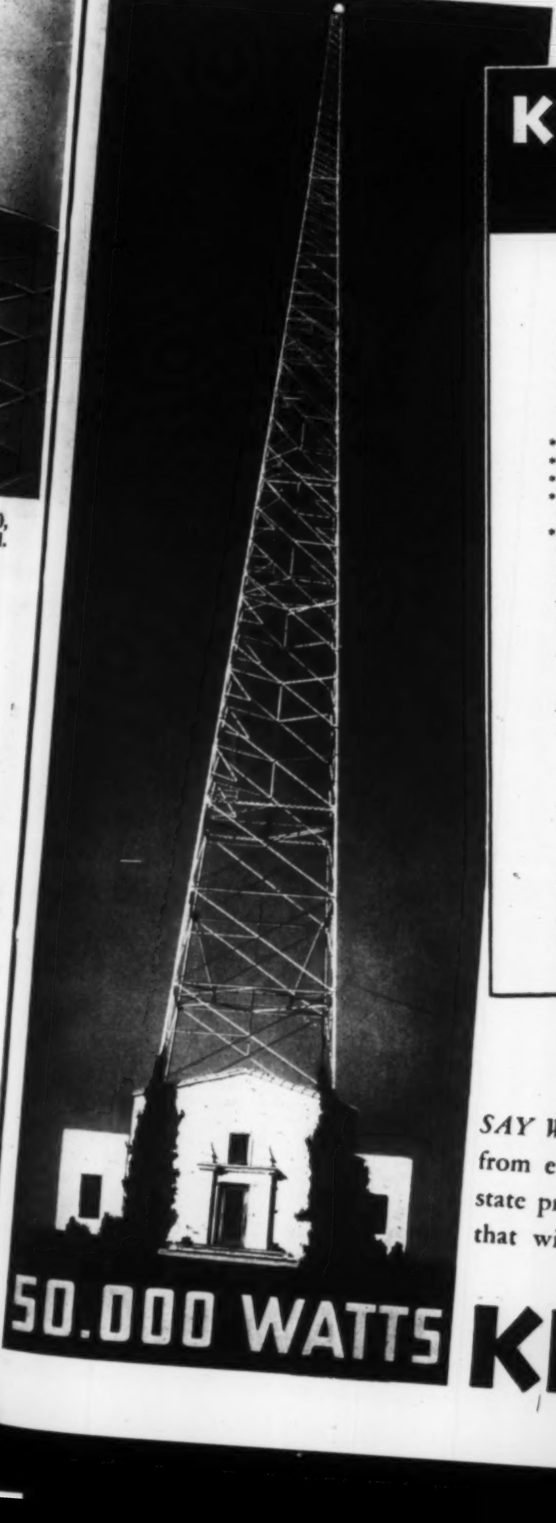
Published Semi-Monthly • Vol. 8 No. 10

Canada and Foreign $4.00 the Year

WASHINGTON, D. C.
MAY 15, 1935

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY
MAY 25



KNX MAIL BREAKDOWN (NIGHTTIME)**

AREA	RADIO FAMILIES Number of Radios	% of 11 W. S.	KNX NIGHT TIME MAIL Number of Letters	% of 11 W. S.
Los Angeles (ABC 10 mile 'city'	384,962	15.4	39,468	20.2
South. Calif. (Outside ABC 'city'	390,438	15.7	34,781	17.8
South Calif. (Total	775,400	31.1	74,249	38.0
*North. Calif. (13.2%)	593,965	23.8	29,314	15.0
*Washington (7.0%)	333,236	13.3	24,482	12.6
*Oregon (3.9%)	211,103	8.6	25,001	12.8
*Colorado (3.4%)	186,598	7.5	3,581	1.8
Montana	86,011	3.5	8,022	4.1
*Utah (1.7%)	84,293	3.4	3,498	1.8
Idaho	74,284	3.0	15,037	7.7
Arizona	53,518	2.1	3,348	1.7
New Mexico	43,394	1.7	1,132	0.6
Wyoming	33,522	1.3	3,173	1.6
Nevada	16,370	0.7	4,512	2.3
Total 11 Western States	2,491,694	100.0	195,349	100.0
Plus Coverage				
Total Other States			2,131	
Total Canada			4,919	
Total Foreign (New Zealand, Australia, Japan, Hawaiian Islands, etc.)			951	
TOTAL NIGHTTIME MAIL RECEIVED			203,350	

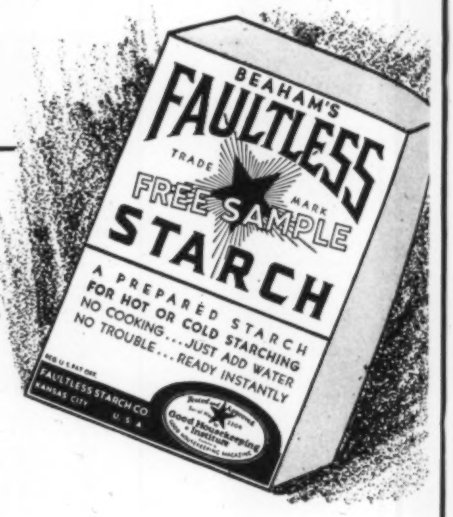
*Areas outside Southern California in which are located major metropolitan trading centers, showing % (11 Western States) of radio families IN each of these districts.

**318,568 letters were received from all programs during the period January 1st to April 30, 1935...203,350 of which were in response to nighttime programs only.

SAY WHAT YOU WILL: When a single station draws mail in such quantities from each state of the 11 Western States and the percent of mail returns per state practically parallel Radio Ownership per state...that's western "Coverage" that will *justify* any western advertising appropriation.

KNX THE "VOICE OF HOLLYWOOD"
JOHN BLAIR & CO., National Representatives

Radio's *most unique* merchandising system scores heavily *for* FAULTLESS STARCH



Executives praise results as WSM Field Men distribute 65,000 samples from house to house

---

SIX months ago, WSM, ready to put to a test a merchandising system entirely new to radio, invited the Faultless Starch Company, which, through its agency, the Russell C. Comer Advertising Co., had placed a contract with this station, to participate to the extent of supplying samples of its product to be distributed house to house by the station's Field Men.

Announced frankly in the January 15 issue of BROADCASTING as a "major experiment", the samples were put in the field, dealers and wholesalers were contacted, and the test to obtain sales and distribution got under way. Coupled with the distribution of 65,000 samples, the program pulled from the start. The first sixteen weeks of the campaign obtained better than 70% distribution, and sales have been consistently good. Follow two letters from Faultless Starch executives:

Gordon T. Beaham, Jr., March 12: "We feel that the distribution of samples last Fall and Winter was highly successful in introducing Faultless Starch in a new territory. We are now beginning the broadcast over your station of the second series of 52 episodes. This fact in itself bears witness to the success we have had in the use of station WSM."

D. R. Christie, Sales Manager, March 20: "You certainly have cooperated with us in every way in order to make not only our program a success, but the sale of Faultless Starch a success. We are quite safe in saying at this time we can heartily recommend WSM to any manufacturer who wants to go in a new market."

How WSM's merchandising system operates

The WSM Field Merchandising System (as distinguished from our work with dealers and jobbers) consists of an arrangement with the National Life & Accident Insurance Co., Inc., owners and operators of WSM, whereby, at no extra cost to advertisers, WSM Spot Broadcasts are called to attention in approximately 500,000 homes a week by 3,000 National Life representatives, who use WSM news and pictures as the surest means of getting themselves inside the prospects' homes.

For complete details regarding this most unusual and effective merchandising system and how it can be applied to your product, write WSM.

WSM 50,000 WATTS

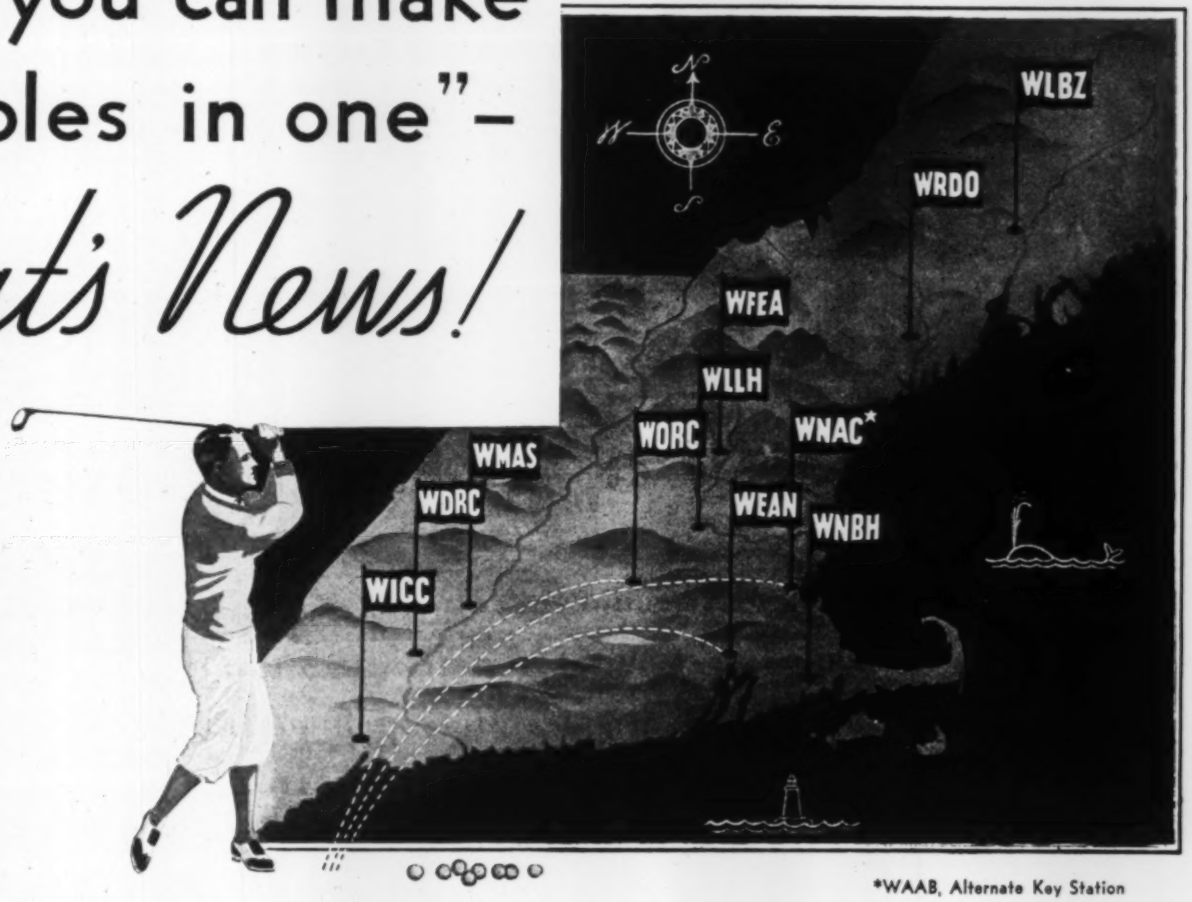
COMPLETE PRODUCTION FACILITIES

Edward Petry & Co., Inc., Exclusive National Representatives

Owned and Operated by the

NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc., NASHVILLE, TENN.

When you can make 11 "holes in one"– That's News!



*WAAB, Alternate Key Station

AND when you can get a primary audience in eleven major New England markets with one broadcast, THAT'S COVERAGE.

The fact is, New England is too densely populated to be reached as one audience by any single station or small group.

Coverage is not station power. Coverage is a matter of actual listeners.

Because of the density of the separate trading areas, the people of New England listen to their local stations. The Yankee Network has combined eleven of these local stations to provide complete coverage of New England's eleven major markets.

This entire network gives you the largest possible New England audience—and a primary audience in eleven centers of population.

THE YANKEE NETWORK, Inc.
21 Brookline Avenue, Boston
Commonwealth 0800

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

NEW YORK—17 East 42nd St.
Murray Hill 2-3850
CHICAGO—Wrigley Bldg.
Superior 7742
DETROIT—General Motors Bldg.
Madison 1035
SAN FRANCISCO—865 Mission St.
Sutter 6400

YANKEE NETWORK

In The Fourth Market Of The Nation — Los Angeles — The Largest Audience Listens To KHJ

In the greatest mass radio survey ever conducted in Los Angeles, KHJ, the Don Lee - Columbia station had the largest number of listeners in the Los Angeles Metropolitan District. It showed that an average of nearly one-third of the 639,895 radio families in this rich area are *habitually* tuned to KHJ.

The Los Angeles Metropolitan District has 77% of the population and 78% of the retail sales of the entire 11 Southern California counties. KHJ completely dominates this market.

Here are the Vital Statistics to Prove That Claim

64,380 radio listeners answered the question "What radio station are you listening to now?" KHJ was tuned in on over 30% of the radio sets during this test period. 30% more audience than the next leading station. Here's the score: KHJ 30%; 2nd station 23%; 3rd station 12%; 4th station 11%; 11 other stations and "stations not known" accounted for 24%.

Who Made This Radio Survey . . . and How?

Radio Surveys, Inc., an independent research organization tested every night for seven weeks, from 6 to 9:30 p. m.—3½ hours a night until over 64,000 calls were made.

Copy of this survey will be mailed on request

BERT A. PHILLIPS, *Sales Manager of KHJ*

The DON LEE Chain

In addition to local spot broadcasting, the Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

●

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

●

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

●

You can buy a California network by combining these two and get your message over eight stations in the eight major distributing areas of California.

●

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

DON LEE BROADCASTING SYSTEM

Affiliated with
COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles

Los Angeles Office, 7th and Bixel Streets
San Francisco Office, 1000 Van Ness Avenue

KFRC, San Francisco
KFBK, Sacramento
KHJ, Los Angeles
KWG, Stockton
KGB, San Diego
KMJ, Fresno
KDB, Santa Barbara
KERN, Bakersfield

(COLUMBIA NORTHWEST UNIT) KOL, Seattle KOIN, Portland KVI, Tacoma KFPY, Spokane

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING
and
Broadcast Advertising

Vol. 8 No. 10 WASHINGTON, D. C. MAY 15, 1935 $3.00 A YEAR — 15c A COPY

Loucks Resigns As NAB Managing Director

By SOL TAISHOFF

Winds Up Five-Year Term to Return to Practice of Law; Baldwin, Bellows, Lafount, Hedges Mentioned for Post

AFTER a tenure of nearly five years, Philip G. Loucks on May 13 tendered his resignation as managing director of the National Association of Broadcasters, to become effective immediately following the annual convention at Colorado Springs July 6-10.

In a letter to J. Truman Ward, NAB president, which also was submitted to members of the board of directors, Mr. Loucks declared he had decided to return to the private practice of law—a practice which he interrupted in November, 1930, to assume the administrative helm of the trade association. During his incumbency, the NAB grew from a membership of 42 stations to a roster of approximately 400, and has won for itself a place in the forefront of trade association activities in the nation's capitol.

Plans Moving Forward

"AS you know," Mr. Loucks wrote the NAB president and his board, "it has long been my desire to return to the private practice of law which I interrupted in November, 1930, to assume the post of managing director of the association.

"My purpose in writing you at this time is to inform you and the members of the board of directors that I will not be a candidate for reappointment upon the expiration of my term in July of this year and to give the board opportunity to give consideration to a successor.

"During the four-and-one-half years I have served as managing director the membership of the Association has grown consistently and many services have been instituted. Many of the problems which faced the Association at the time of my appointment have been solved or are on their way to solution and I feel that the program developed and the policies laid down can be carried forward by my successor.

"It has been a distinct honor to have served as executive head of the Association and I shall forever treasure the many friendships which have developed from this service.

"Just as I have served to the best of my ability during my past tenure, I shall continue until the end of my present term and, for my successor, I can wish for nothing more helpful than that he shall continue to enjoy the same loyal cooperation from members of the Association that I have enjoyed during my term of office."

MR. LOUCKS

Filling the Post

IMMEDIATELY after learning of Mr. Loucks' decision BROADCASTING inquired of a number of key broadcasters as to their views with regard to a successor. The view was expressed in several quarters that while there is no disposition to interfere with Mr. Loucks' plans, it was felt that possibly an arrangement could be made whereby the NAB would derive the benefit of his experience and counsel through his retention as NAB general counsel.

Mr. Loucks' decision, which was not unexpected by his close associates, did, however, provoke considerable conjecture as to what course the NAB would take to fill the post. There was spontaneous revival of the plan which originated at the NAB convention in St. Louis in 1932 for a "czar" for the industry in the person of some outstanding public figure who perhaps would serve as salaried president of the NAB.

While it is too early to hazard any guesses as to a successor, a number of persons within the industry are considered possibilities. Among these are James W. Baldwin, executive officer of the Code Authority, and former Secretary of the Federal Radio Commission; Henry A. Bellows, former member of the Radio Commission and an ex-vice president of CBS, now serving as NAB legislative chairman; Harold A. Lafount, former member of the Radio Commission, and William S. Hedges, twice NAB president, and now manager of NBC operated stations.

Since Mr. Loucks' resignation will not become effective until the next convention adjourns, it is improbable that the NAB board will consider appointment of a successor until it holds its board meeting during the convention at Colorado Springs. In the meantime, the sentiment of the industry unquestionably will be sounded, and the matter probably will be roundly debated during the Colorado Springs deliberations.

Mr. Loucks' announcement adds zest to what already gave promise of being one of the most active conventions since the NAB came into being 13 years ago. A stiff battle over NAB policies, notably that having to do with radio news, appears imminent at the convention. Considerable antipathy has been aroused, for example, by the NAB executive committee action in connection with the litigation involving the Associated Press and KVOS, Bellingham, Wash., regarding the right of stations to broadcast news once it is published in newspapers. The NAB, with the idea of having this issue clarified, according to the executive committee, agreed to serve as a collection agency for the industry and accept contributions from stations with which to defray the cost of the appeal in the case.

This brought down upon NAB headquarters the wrath of a number of newspaper-owned stations, which maintained it was outside the scope of the trade association. The attitude was reflected in resolutions and discussions which cropped up at meetings of newspaper publishers held subsequent to the appeal. The issue is booked for an airing at Colorado Springs. The decision in the lower courts was favorable to the radio station—something the press associations and certain of the newspapers could not accept. Former Senator C. C. Dill has been retained by KVOS to handle the appeal in the Court of Appeals at San Francisco, while John W. Davis, of New York, eminent barrister who was Democratic presidential nominee in 1924, is understood to be head counsel for the AP, UP and INS, which have joined forces in the appeal.

Newspaper-owned Group

OF EQUAL significance, however, is the disclosure that newspaper-owned stations have been invited to hold separate sessions during the Colorado Springs convention for discussion of problems considered of mutual interest but which do not involve independent stations. Walter J. Damm, manager of WTMJ, operated by the *Milwaukee Journal*, and former president of the NAB, proposed this meeting. The informal committee on arrangements also includes Lambdin Kay, general manager of WSB, operated by the *Atlanta Journal*; H. Dean Fitzer, manager of WDAF, operated by the Kansas City *Star;* H. K. Carpenter, general manager of WHK, operated by the Cleveland *Plain-Dealer;* Gardner Cowles, Jr., KRNT, WMT and KSO, of the Des Moines *Register-Tribune*, and Jefferson Webb, WWJ, operated by the Detroit *News*.

Asked by BROADCASTING about the proposed meeting, Mr. Damm said that for some time in the past the question of the newspaper-owned stations getting together has invariably been discussed. "There never has been any unanimity of opinion as to the purpose of such a get-together and it was only after considerable thought and correspondence with some of the newspaper-owned stations that the matter has come to a head," he wrote.

"With the full appreciation of the fact that any move of this kind might readily be interpreted, by those wishing to do so, as an attempt to harm the NAB or create a schism in the NAB, we have proceeded slowly and carefully. As you know, when the matter was put up to the NAB they readily agreed that there would be no cause for criticism or comment if the newspaper-owned stations discussed their problems at a separate meeting of the convention. It is with considerable gratification that we were able to arrange the newspaper meeting in this way and were not forced to hold it independently of the convention which, as I mentioned to you above, might readily have left the impression of dissension.

Combination Rates

"THE REASON the newspaper stations want to get together is to discuss some of the problems they are faced with, that as a whole do not affect the broadcast industry. Among these are the matter of selling radio in combination with white space, the legitimate use that the various stations are making of their operations in the promotion of the parent paper. In addition to these there has been expressed the thought that possibly the newspaper-owned stations in presenting a unified front on some problems affecting the industry as a whole, might be of assistance to the industry as a whole."

Mr. Kay declared he had felt for some time that newspaper stations could exchange ideas to advantage, but that he had flatly declined to join in the calling of a meeting that could possibly be construed as unfriendly to the NAB. The present plan, he added, seems to have entirely eliminated that hazard. Mr. Kay advanced the following suggested topics as among those that could be discussed to advantage at the forthcoming meeting: (1) Promotion of circulation by radio; (2) exploitation of editorial features by radio; (3) general institutional promotion by radio; (4) joint station - paper advertising rates; (5) station-paper tie-ins on specific advertising projects; (6) editorial support for station activities; (7) possibility of cooperative station - paper features by syndicate of newspaper stations; (8) news broadcasting; (9) educational broadcasting; (10) what newspaper-owned stations can do toward raising standards of commercial copy; (11) an annual award for most notable instance of public service by newspaper stations; (12) copyright, and (13) merchandising service.

Moreover, Mr. Kay said he felt such a newspaper-station meeting urgently advisable. "No such meeting has ever been held," he said. "Newspapers represent the largest single element in broadcasting. They hold the largest stake and share a broader common interest than any other single element. The industry's general problems are being splendidly handled by the NAB and newspaper stations are wholeheartedly supporting the NAB's aims and policies for the protection and advancement of broadcasting.

"However, in numerous specific respects, operators of newspaper stations deal with factors that affect no other type of station. These matters are of no interest to non-newspaper stations and it would be both impractical and unfair to devote time at a general broadcasting meeting to their discussion and consideration. Yet these matters are of vital importance to the efficient management of our newspaper stations and in making newspaper investments in radio more secure and profitable."

Mentioned for NAB Executive Post

Mr. Baldwin

H. A. Bellows

Mr. Lafount

Mr. Hedges

In addition to the newspaper meeting, local independent stations seeking to make a more material showing in the national advertising field, have scheduled a separate meeting of their own during the Colorado Springs sessions in the hope of organizing a projcet under which national representatives may be placed in the field. Disclaiming any plan of establishing a separate organization, competitive with the NAB, they assert they merely wish to set up a sales group to promote their merits as outlets for national spot business. This movement was instigated by Edward A. Allen, WLVA, Lynchburg, and a preliminary meeting was held in Washington May 6 at which time a steering committee, headed by Mr. Allen was created (see article elsewhere in this issue).

Agenda for the convention has not yet been completed and probably will not be for a fortnight. A bumper crop of industry matters, including an ABC of radio, agency recognition, transcriptions and related questions are due for consideration, with final action contemplated on them. The official slate, however, plus the newspaper-station developments, are likely to overshadow all other deliberations.

When Phil Loucks takes his departure from the NAB after the convention to hang out his shingle as a radio practitioner, he will leave behind a brilliant record of achievement in the broadcasting industry. A former newspaperman, as well as lawyer, he took the NAB managing directorship at a time when its vitality had ebbed almost to the vanishing point. It was "broke" financially and its membership of 42 in good standing represented about 5% of the industry. Today the rolls read approximately 395 paying members, or about 80% of the industry.

Without a Defeat

PERHAPS the greatest tribute to his incumbency was the fact that while more than 100 separate pieces of legislation affecting radio broadcasting were introduced in the four-and-a-half years, not a solitary measure considered detrimental, and which the NAB opposed, became law.

A rapid recapitulation of NAB activities since 1930 discloses a few of the things that have been accomplished. These include the tri-industry movement for a cooperative bureau for authentication of station coverage data and audience surveys; agency recognition; monthly index of broadcasting business; cost accounting system; standard order blank; organization of state committees of the NAB; development of sections; coordinating of industry data and testimony at a multitude of hearings like the educational conferences, international conclaves, Trade Commission surveys, Congressional hearings, and the like and dozens of reforms in industry practice and trade association activity.

In the copyright negotiations now reaching a climax, the NAB has played an important role, with Mr. Loucks ever in the forefront. Only during the last year has this transcendently important controversy reached a head, and in it Phil Loucks has figured prominently. The information which he was largely instrumental in accumulating, at the behest of the Department of Justice, contributed in no small degree to the Government's dissolution suit against ASCAP. And the legislation now pending in Congress (Duffy Bill) which would rip from the copyright combine its greatest legal protection was launched on its way through the intervention of Loucks at the propitious time.

When the press-radio situation became acute in 1933 and the agreement was reached between press associations and networks for the Press-Radio Bureau service, the NAB declined to go along and Mr. Loucks was largely responsible for that attitude. At the time he was sharply criticized. Last month, however, he had the pleasure of observing that the newspaper industry, having become reconciled to the failure of that project, threw open the floodgates on radio news broadcasts. This coincided with the stand he had taken a year before.

To recite all of the developments of the last five hectic years in radio—the period during which Phil Loucks served as the executive head of NAB, would be almost to recite the history of commercial radio itself.

Bromo Seltzer Extending Broadcasts of News Reel

IN A TEST campaign for possible expansion of the *Pathe News Reel of the Air*, now twice weekly on four Mutual network stations, Emerson Drug Co., Baltimore (Bromo Seltzer) on May 7 added WCAU, Philadelphia, and on May 8, WJSV, Washington. The programs have been on the air through Mutual stations since April 8. J. Walter Thompson Co., New York, handles the account.

The broadcasts are taken directly from the news reel sound tracks, with comment dubbed in to achieve continuity in the sound reproduction of actual news events. WCAU recently installed equipment for pickup from sound track but WJSV, due to rigid fire regulations in the capital, uses Earle theatre projection equipment.

Regional Councils Selected by AAAA

THE FOUR sectional councils of the AAAA have been elected for the year ending March 31, 1936, as follows:

New York Council—Chairman, Paul Cornell, Geyer-Cornell Co., Inc.; vice chairman, Mark O'Dea, Mark O'Dea & Co., Inc.; secy.-treas., Samuel W. Meek, Jr., J. Walter Thompson Co.; governors, Richard Compton, Blackman Co.; Lawrence L. Shenfield, Pedlar & Ryan, Inc.; R. L. Strobridge, Newell-Emmett Co., Inc.; H. L. Whittemore, Richardson, Alley & Richards Co.

New England Council—Chairman, J. L. Lavin, Lavin & Co., Inc.; vice chairman, Ernest V. Alley, Richardson, Alley & Richards Co.; secy.-treas., George Merritt, Charles W. Hoyt Co., Inc.; governors, S. A. Conover, S. A. Conover Co.; Henry B. Humphrey, H. B. Humphrey Co.

Atlantic Council — Chairman, C. Harold Marston, Geare-Marston, Inc.; vice chairman, Joseph Katz, Joseph Katz Co.; secy.-treas., Florence M. Dart, Simpers Co.; governor, Robert S. Simpers, Simpers Co.

Western Council—Chairman, Z. L. Potter, Erwin, Wasey & Co., Ltd.; vice chairman, Merle Sidener, Sidener, Van Riper & Keeling Inc.; secy.-treas., H. M. Dancer, Henri, Hurst & McDonald Inc.; governors, A. L. Billingsley, Fuller & Smith & Ross Inc.; Milton J. Blair, J. Walter Thompson Co.; C. W. Brooke, Brooke, Smith & French Inc.; Charles Daniel Frey, Charles Daniel Frey Co.; Maurice H. Needham, Needham, Louis and Brorby Inc.; J. F. Oberwinder, D'Arcy Advertising Co.

Liquor Campaign Starts

UNITED DISTILLERS Ltd., New York, in May started an air campaign with an hour transcribed program titled *American Pageant* on WCFL, Chicago. The campaign is to be released in nine other Midwest states this month and eventually will cover the entire country, according to Amalgamated Adv. Agency Inc., New York, handling the account. A brief address on liquor was given on the first program by Clarence D. Ekroth, technical expert, who exploded misconceptions about liquor.

Chevrolet Suspended

SUSPENSION of the 300-station Chevrolet transcription spot program due to strike conditions in the automotive industry, was ordered May 3 by Campbell-Ewald Co., Detroit agency handling the account. The campaign, which together with the newspaper schedule, involves an appropriation exceeding $1,000,000, will be resumed as soon as the labor situation is settled. Moreover, it was learned that Campbell-Ewald plans to add some 25 stations to the list for the WBS transcription campaign.

Shoe Polish Spots

CARDINAL LABORATORIES Inc., of Rite-Way shoe polish, will sponsor 13 announcements, broadcast three times a week beginning June 3, over WINS, New York; WCAE, Philadelphia; WGN, Chicago; and KMOX, St. Louis. These announcements, which will be broadcast as part of the regular home-economics programs of these stations, are placed through Blackett-Sample-Hummert Inc., Chicago.

ANA Centers Research Activity on Radio

By FELIX BRUNER

Devotes the Greater Part of Its Semi-Annual Convention To Discussion of Broadcast Advertising Problems

FOR THE FIRST time, the Association of National Advertisers, in its 23d semi-annual meeting at White Sulphur Springs, W. Va., May 5-8, devoted a major part of its program to radio advertising.

PUTTING CARES ASIDE—A bit of relaxation on the greens for these ANA conventionites. Left to right: Paul B. West, ANA managing director, sinking a 3-foot putt; Stuart Peabody, Borden Co., head of radio research group; Ken R. Dyke, Colgate-Palmolive-Peet; Lee H. Bristol, ANA director, of Bristol-Myers Corp.; Allyn B. McIntire, Pepperell Mfg. Co., ANA president.

Following its custom, the association held closed meetings from which all but members and advertiser-guests were barred. In these meetings on the third day of the convention, the subject of radio from the building of a program and the writing of commercials to checking on the audience were discussed.

Radio Research

RADIO also was taken up at other sessions, being touched on particularly by Lee H. Bristol of the Bristol-Myers Co. and chairman of the board of governors of the Advertising Research Foundation. This foundation was started six months ago at the ANA convention in Atlantic City and has as its purpose the finding of facts involving all kinds of advertising problems.

The foundation is divided into groups, with Stuart Peabody, of the Borden Co., as head of the group studying methods of rating radio program popularity and coverage. The radio group also is to act in conjunction with the NAB and the AAAA in developing a radio audit bureau, with the first joint meeting of these three to be held May 20 in New York when a definite program will be considered (see page 8).

A new series of studies is to be started by the ANA which will show where the advertiser's dollar went in 1934 and where it is budgeted in 1935, depicting what percentage went to different media, what percentage into production costs and administrative expense. The data will be classified by industries.

The opening speaker at the closed radio session was W. B. Benton of Benton & Bowles Inc., New York, who spoke on "Building a program to Get an Audience". He was followed by Duane D. Jones of Blackett-Sample-Hummert, Inc., whose subject was "How to Make Low Cost Broadcasting Pay". Chester J. LaRoche of Young & Rubicam, Inc., discussed "Writing of Commercials That Sell".

Promotion Methods

SHOWMANSHIP is a necessary element in merchandising a radio program, George Bijur, CBS director of sales promotion told the ANA members. Illustrating his points from experience, Mr. Bijur explained the technique in getting results from radio premiums and giveaways.

Promotion outside the program itself is effective in selling broadcasts, he said, suggesting that advertisers build listening groups by organizing local clubs and inducing them to participate in programs that particularly interest them. He suggested these groups could be provided with special dramatic scripts for local presentation and that lectures could be given on forthcoming musical broadcasts.

Among programs which Mr. Bijur said had been particularly well exploited were the Maxwell House Showboat, Jack Benny for Jell-O and Gillette Blades.

Also of interest to radio advertisers was the report made by Dr. D. P. Smelser, manager of the market research department of the Procter & Gamble Co., and chairman of the governing committee of the Cooperative Analysis of Broadcasting.

Explaining that the CAB was organized in 1930 and that it is a non-profit organization, Dr. Smelser continued:

"Speaking generally, the CAB has attempted to furnish to the advertiser and his agency information which indicates from week to week how his program compares in popularity with other programs. This information has been issued in the form of program ratings. A great deal of other valuable information has been given to subscribers which has assisted them in spending their radio dollar effectively."

Confusion in Data

DR. SMELSER said that the great mass of research data had been confusing.

"Just as market research," he continued, "is not a substitute for brains in the general administration of business, so the results of research in radio can not be a substitute for ability (1) to produce programs that will achieve popularity or (2) to write commercials that will sell goods. It can only be an aid."

Some of the points made by Mr. Smelser follows:

"Those who have imitated a program having a relatively high audience rating with the expectation that their program would have a similar rating have been frequently disappointed.

"The factor which has contributed most to the distrust of research indicating the approximate size of a program's audience is the inability of some advertisers and agencies to understand that an audience rating is not necessarily a selling rating. A program which is listened to by 20% of the radio audience does not necessarily sell twice as much goods as a program which is listened to by 10% of the audience.

"Naturally you want a large audience, but it is well known that there have been programs with the maximum audience which have sold very little goods while on the other hand there have been programs with relatively small audiences which have been gold mines for the advertisers.

Lure of Numbers

"A CHARACTERISTIC tendency of the advertising fraternity is to succumb to the 'lure of large numbers'. Some agencies and some publishers have always insisted upon projecting percentages to millions of people and presenting these millions on charts which are so large that the first assistant and the second assistant had to be pressed into service for transporting them. People who have been thus trained become panicky when they see a research study showing that a mere 2% of the radio audience listened to one of their programs.

"I once heard an advertiser try to prove that more than 4% listened to his program that was broadcast four times a week, by showing that over a period of several weeks he had received 100,000 replies from listeners to his program! He did not realize that he had about 15,000,000 radio sets in his area and that 4% of 15,000,000 is 600,000 to say nothing about the fact that the individuals making up the 4% daily audience were certainly not the same every day, or that the replies were not limited to one in a family.

"As long as magazines and newspapers attempt to prove that the printed word is a more effective advertising medium than radio, and as long as radio chains attempt to prove that the opposite

(*Continued on page 42*)

Photos courtesy of Washington Post

TALKING IT OVER—W. W. Wachtel, Loose-Wiles Biscuit Co., (left) discussing ANA convention problems with John H. Platt, Kraft-Phenix Cheese Corp. (center) and Marvin Harmes, Premier Pabst Sales Corp.

Formay Shortens the Route to Sales

By Consistent Use of Radio, Swift & Co. Product Makes Friends in the Kitchen, So Refinery Works Overtime

V. M. EKDAHL, general manager of Swift and Co.'s million and a half dollar Formay refinery in Los Angeles, spends a large percentage of annual advertising funds for radio. When the Al Pearce troupe went off the air on the coast several weeks ago, Mr. Ekdahl transferred sponsorship of Formay to the "NBC Magazine of the Air" several afternoons a week to "reach a large number of people with a program of human interest." On the Coast, Swift has been a big radio user for four years, mostly with daytime programs for women in the home.

By V. M. EKDAHL

General Manager, Formay Refinery of Swift & Co., Los Angeles

EVER since the spring of 1931 we have used radio to place before the women of the West our message on Formay, the perfected shortening. We have used radio consistently, so today we feel that our afternoon period between 2 and 2:15 over the western network of the NBC really belongs to us, and we know from hundreds of letters that women folks expect to hear something worth while from us at that time.

We have used radio to establish a definite faith in our product, and we have manufactured a product to justify that faith. We have never overplayed to our audience. We have never oversold. We have simply told the truth in a simple way, and developed a continuity which has carried our sales story through the years. And through perfect laboratory control we have been very careful to have a product as good or better than we claimed to have in our advertising statements.

The original program featured *Al Pearce and His Gang*. Al was our salesman of the air. He did not have to use direct salesmanship. He used sincerity, simple facts, and personality. Through his genial approach we captured the friendship of a great audience, and we established such intimate friendship with homes in the West that we figure every time we go on the air we have an audience of 300,000 women. Folks began to look for the program as part of their daily entertainment.

Proof of the Pudding

WE WENT OFF the air one time for two weeks. Letters and telegrams poured in from men and women everywhere. One was signed by 20 women members of one club. It revealed that this particular club depended upon *Al Pearce's Formay* program as part of their regular entertainment. When we went back on the air the volume of applause expressed in letters was remarkable. That proved a point to us—that if we had the kind of program folks wanted they would listen to our program, and would buy our product.

The direct result of our radio broadcasting was that grocers who had never carried Formay came to us and insisted on stocking our product immediately. Business leaped ahead, and we were forced to run our $1,500,000 refinery day and night to catch up with orders. Radio accomplished most of that for us, I am sure, because women learning by radio how Formay made better pies and cakes, determined to try it themselves, and created the demand for our product in grocery stores.

On our broadcast we gave special recipes. We offered prizes for recipes and for the best letters on why Formay had proved itself by test to be the better shortening. We got bags of mail. We capitalized on these letters of experience.

MR. EKDAHL

We have about 2500 persons on the Swift & Company payroll on the coast. All these folks, from stenographers to plant workers and top executives, tested Formay in their own homes, and were able to tell a convincing story about its fine qualities. Besides there are a great number of the 2900 persons on pension from Swift living out here too, and there are 55,000 Swift stockholders.

Selling an Idea

NO ADVERTISING PLAN is successful unless the entire organization knows all about it. When we launched our present advertising campaign, we bought early morning time over the NBC western network. We invited everybody in the organization to listen in. We had breakfast meetings in the principal western cities for our staffs. Thus our entire organization got all the facts about our plans, and the public likewise was able to listen in and see what progressive plans were actually had. For after all, all advertising and sales campaigns are for the benefit of the ultimate buyer, and through our radio convention we sold our ideas to our personnel and to the public.

I have never thought of Formay just as a shortening. I have thought of it as an item making happier home life. There is romance in a woman preparing food for her loved ones and her friends. There is romance when Uncle Henry comes to dinner and compliments the housewife on her cooking. I know that in helping women be better cooks we have helped make happier homes. We are continuing our radio messages with that thought in mind. If we can continue sealing a friendship in the homes with entertainment and truthful advertising and help make the housewife a better cook, we know we will see a consistent gain in Formay sales.

AUDIT BUREAU PLANS ADVANCE

Joint Session in New York May 20 Will Go Further Into Plans for Authentic Coverage Data

WITH the Association of National Advertisers having designated a committee to take part in the conversations looking toward creation of a cooperative independent bureau to authenticate station coverage and audience data, a second meeting of the three groups involved has been scheduled for New York on May 20.

At its annual convention at White Sulphur Springs, W. Va., May 7-8, the ANA authorized the radio division of its newly formed Research Foundation to meet with the NAB and American Association of Advertising Agencies' committees to formulate the plans for a radio ABC. The committee is headed by Stuart Peabody, of the Borden Co.

Immediately after the ANA executive committee reached the agreement, arrangements were made by Arthur B. Church, NAB commercial committee chairman and chairman of its special audit bureau committee, to meet again in New York to form definite plans, The initial meeting had been held April 22 when details were discussed. Both the NAB and AAAA had definite committees designated to consider this subject, but the ANA, while represented at the first meeting, did not have authority to go along with the plans.

The audit bureau proposal was discussed by Mr. Church, along with Philip G. Loucks, NAB managing director, with officers and members of the ANA during the White Sulphur convention. Edgar Kobak, NBC vice president in charge of sales, and H. K. Boice, CBS sales vice president, also were at White Sulphur and participated in the discussions. They were in agreement on the basic proposal for the bureau. John Benson, AAAA president, agreed to the May 20 meeting on behalf of his organization.

The NAB, which has taken the lead in the conversations for the audit bureau, hopes to have the independent bureau a going concern within six months. The bureau would be maintained cooperatively by the three organizations, with ANA and NAB having equal representation in its control and the AAAA one-half the representation as the unit representing both advertisers and media. The scope of the bureau has not yet been defined and it is hoped that the May 20 meeting will crystallize this point.

Grayco in 30 Cities

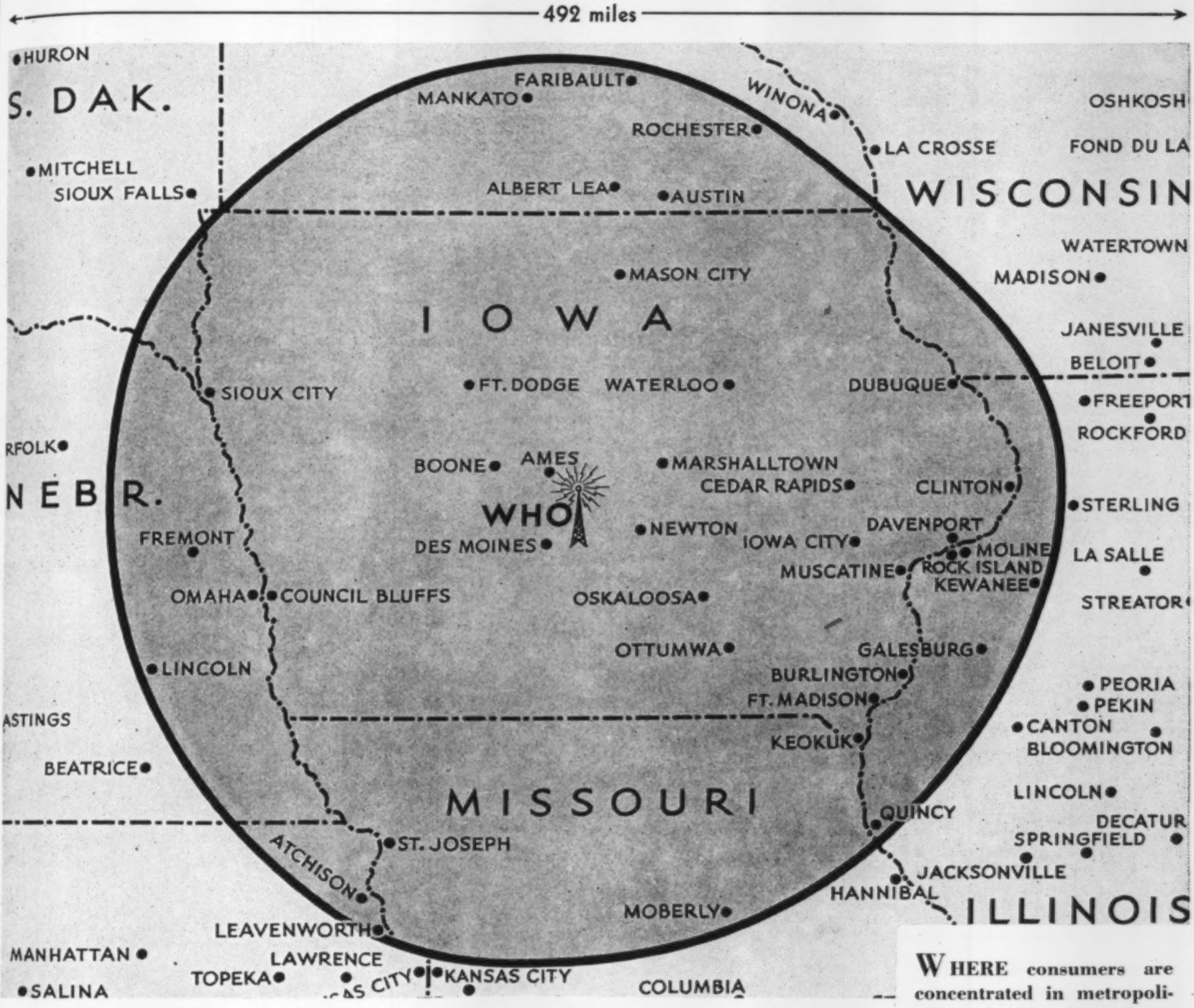
STATIONS in 30 cities are broadcasting the Motion Picture Column of the Air program of the Marion R. Gray Co., Los Angeles (haberdashery), with local dealers as sponsors. The series is recorded from the Gray programs on KHJ, Los Angeles, by Recordings Inc., Los Angeles, with Lockwood-Shackelford Co., the agency. The dealer-manufacturer arrangement is cooperative. Stations include: California—KREG, Santa Ana; KMJ, Fresno; KERN, Bakersfield; KFXM, San Bernardino; KTRB, Modesto; Arizona — KGRA, Coolidge; KTAR, Phoenix and KSUN, Bisbee; Oregon — KORE, Eugene and KMED, Medford; Washington—KIT, Yakima; KUJ, Walla Walla; KXRO, Aberdeen and KPQ, Wenatchee; Montana — KGVO, Missoula; KFBB, Great Falls; KGEZ, Kalispel and KGCX, Wolf Point; New Mexico—KGFL, Roswell; KICA, Clovis and KGGM, Albuquerque; North Dakota—KDLR, Devil's Lake and KLPM, Minot; WPAD, Paducah, Ky.; KARK, Little Rock, Ark.; KDFN, Casper, Wyo.; KFXD, Nampa, Idaho; KFXJ, Grand Junction, Colo.; KFRO, Longview, Texas, and WSJS, Winston-Salem, N. C.

KTAB Now KSFO

CALL LETTERS of KTAB, Oakland, Calif., have been changed to KSFO upon authority of the FCC.

Penn Tobacco Sports

PENN TOBACCO Co., Wilkes-Barre, Pa., (Kentucky Winners cigarettes), is sponsoring play-by-play baseball broadcasts of both the St. Louis Cardinals and the Chicago White Sox. The Cardinal games are broadcast by Hal Parks over a KSO, Des Moines, - WMT, Waterloo - Cedar Rapids, hook-up, and the Sox games by Russ Hodges over WIND, Gary, Ind. The same company is also sponsoring a daily sports review, broadcast by "Dutch" Reagan over KSO-WMT. Agency: Ruthrauff & Ryan Inc., Chicago.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OSHKOSH
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WISCONSIN
WATERTOWN
MADISON
MASON CITY
IOWA
JANESVILLE
BELOIT
FREEPORT
ROCKFORD
SIOUX CITY
FT. DODGE
WATERLOO
DUBUQUE
RFOLK
NEBR.
BOONE
AMES
MARSHALLTOWN
CEDAR RAPIDS
CLINTON
STERLING
WHO
DES MOINES
NEWTON
IOWA CITY
DAVENPORT
MOLINE
ROCK ISLAND
KEWANEE
LA SALLE
FREMONT
MUSCATINE
STREATOR
OMAHA
COUNCIL BLUFFS
OSKALOOSA
OTTUMWA
GALESBURG
LINCOLN
BURLINGTON
FT. MADISON
PEORIA
PEKIN
CANTON
BLOOMINGTON
ASTINGS
KEOKUK
BEATRICE
MISSOURI
LINCOLN
QUINCY
DECATUR
SPRINGFIELD
ATCHISON
ST. JOSEPH
JACKSONVILLE
HANNIBAL
ILLINOIS
MOBERLY
LEAVENWORTH
MANHATTAN
LAWRENCE
TOPEKA
KANSAS CITY
KANSAS CITY
SALINA
COLUMBIA

WHERE consumers are concentrated in metropolitan areas, low powered stations may reach them profitably. But Iowa consumers are spread over sixty thousand square miles. Des Moines, home of WHO, is Iowa's largest city, yet has less than 6% of Iowa's population. To sell Iowa, by radio, you need the one station with power enough to cover Iowa—WHO.

a SPOT where SPOT PAYS

In any measurement of results per advertising dollar, WHO ranks as one of the outstanding sales producers among all advertising media.

CENTRAL BROADCASTING COMPANY

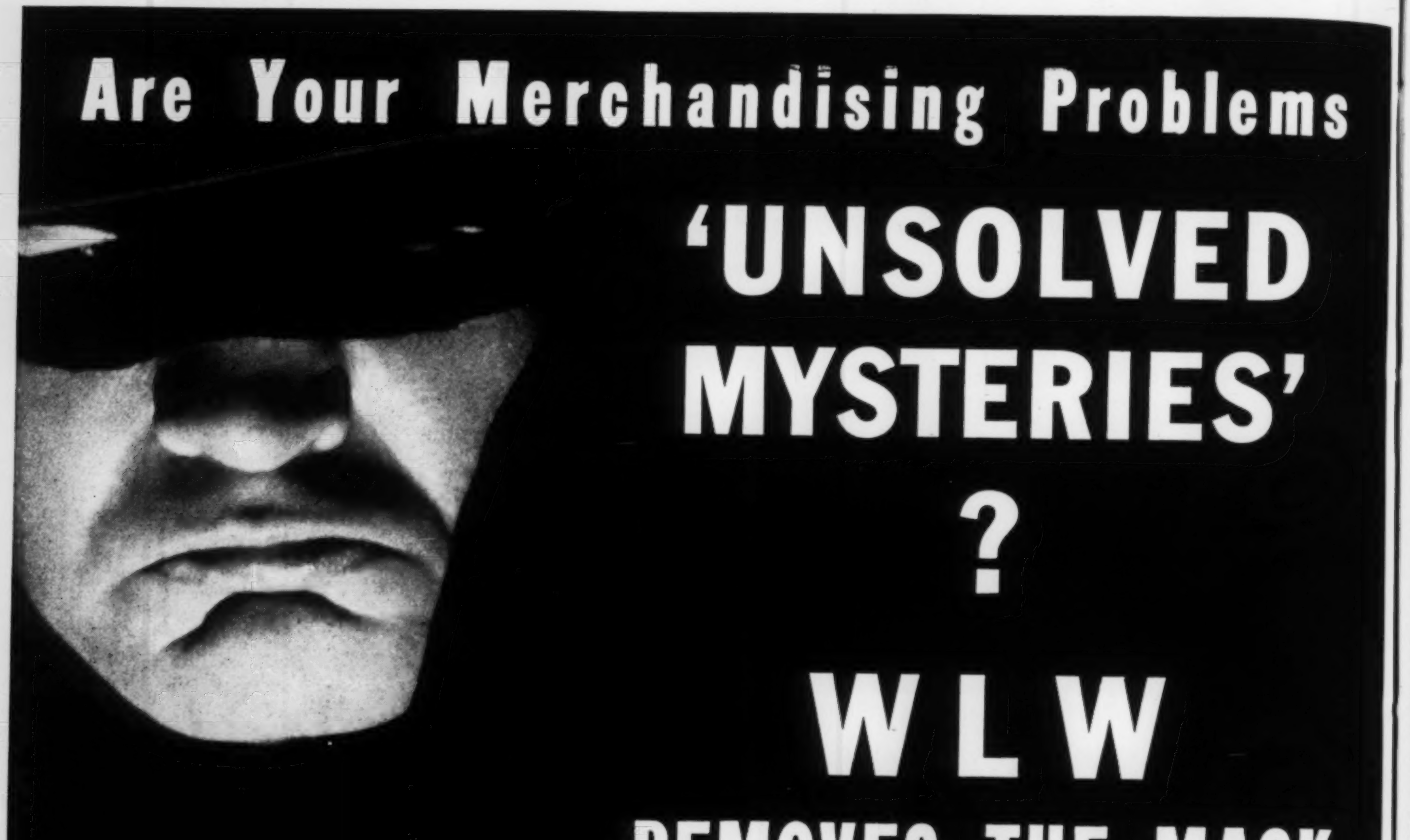
J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME



Are Your Merchandising Problems

'UNSOLVED MYSTERIES'

?

WLW

REMOVES THE MASK

A letter or wire will bring you "case examples" of the successes of numerous WLW advertisers, as compared with non-WLW advertisers . . . Unsolicited statements of praise, and positive proof of results that will indeed excite you to allow WLW to 'remove the mask' ! ! !

WLW
"the Nation's Station"

The World's Most Powerful Broadcasting Station

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President*

CINCINNATI

NRA MEMBER
WE DO OUR PART

U. P. and I. N. S. Offer News to Radio

Yankee Network and WFIL Take I.N.S.-Universal Service; WCAU Buys U. P. News; A. P. Loosens Rules for Clients

By GILBERT CANT

SALESMEN for United Press and International News Service are offering their facilities to broadcasting stations, and Associated Press, like the two associations already mentioned, has given its newspaper clients carte blanche to arrange for airing on a liberal schedule of the very news which, a year ago, they sought to keep from the radio audience.

I. N. S. and Universal Service signed contracts May 8 with John Shepard 3d for Yankee Network News Bureau to furnish it with complete national, international and New England news reports 24 hours a day along with WFIL, Philadelphia, which also signed with I. N. S. These are the first accomplishments recorded for the privately-owned press associations after the relaxation of former rules was authorized by the ANPA convention.

Simultaneously, the U. P. signed a contract for full service with WCAU, Philadelphia, to begin May 20.

Yankee Network's contract with Transradio Press Service was terminable at 30 days notice.

Herbert Moore, president of Transradio, stated that the loss of the northeastern chain from his client list was offset by an equal number of stations throughout the country added during ten days previous to Shepard's action. Moreover, his contract with Yankee had contained an exclusive proviso, which prevented Moore from selling his service to other stations in the cities where Yankee outlets are located. This ban being now lifted, a new field is opened to him.

A. P. guardedly sent out word that "pending general action for the entire association" members might utilize their wire reports to make up news broadcasts, and arrange with local stations to have the time set aside. If a station is not willing to donate the time in return for the free news, the papers are at liberty to buy the time, but the news must not be sponsored. The newspaper "angel" would be credited, and of course A. P., too, must be credited.

Approximately the same situation applies to U. P. and I. N. S. clients, with the proviso that they must report to headquarters what arrangements they are making as a check against interference with one another. It is not yet clear what action these two privately owned press associations will take in regard to commercial sponsorship of such news, but it is believed they will permit this subject to their approving the client and the manner of presentation.

Contacting Stations

THE U. P., which has in readiness a service designed for radio, has detailed Al F. Harrison as executive in charge of radio sales and service. Mr. Harrison was the actual pioneer in the news radio field, having launched it for the Consolidated Press Association some four years ago. This service, however, appeared to be premature and stations then were not greatly interested. Joining the U. P. some two years ago as assistant to the president, he was detailed to organize a bulletin-printer service in Washington for other than newspaper clients, actually a service designed for ultimate sale to broadcasting stations. Mr. Harrison now is on the road contacting stations.

In the case of the I. N. S., it is known that one contract with a station already has been signed. That is with WFIL, Philadelphia. All details have been cleared up between Joseph V. Connelly, I. N. S. president and Donald Withycomb, WFIL general manager.

Shortly following the ANPA action, James W. Barrett editor of the Press-Radio Bureau, notified A. P. newspapers which subscribed to the service for broadcasting purposes that hereafter they would be permitted to use four 15-minute periods daily, as against the two five-minute periods previously in force. His message to such newspapers read:

"Associated Press advises that newspaper members of the Press-Radio Bureau may now use Associated Press to make up their own press reports and special bulletins. Morning papers may broadcast four 15-minute periods between 6 p. m. and 6 a. m. Evening papers between 6 a. m. and 6 p. m. This is with understanding that you will continue press radio bureau membership and fees. You are hereby authorized as bureau subscribers.

General Confusion

BROADCASTING stations which do not or cannot make tie-ups with local newspapers may obtain news reports, up to an hour a day, from Press-Radio Bureau, by paying the prevailing subscription price of $12.50 a month, plus tolls.

Since the ANPA convention in New York adopted the report of its radio committee, permitting changes in the radio-press situation as a result of which the above developments have taken place, the feeling has increased that confusion is worse than ever before, and that the whole maneuver was dictated by jealousy of Transradio Press Service. Up to that time, Herbert Moore's independent organization had almost a monopoly on profit-making distribution of news to stations and the field was closed to the private press associations by the famous "program" of February, 1934.

The publishers' action seems to have precipitated a flood of news broadcasting which will probably not only satisfy, but satiate, the public's appetite. The confusion which reigns everywhere is such that it will be difficult for stations to adjust their schedules with proper balance, as they would have preferred to do if the conflict with the publishers had not been whipped up last year.

Transradio Press reported having lost no clients other than the Yankee Network since the publishers' "liberalization" of the rules, and announced the addition of the following stations, making the total list about 190 in all: WIBX, Utica; WBAP, Fort Worth; WOAI, San Antonio; WFAA, Dallas; KROW, Oakland; WOL, Washington; WPTF, Raleigh; WNOX, Knoxville, and WWL, New Orleans. WLW was signed just before these, taking a full service.

NBC and CBS are continuing at present with only two periods daily of five minutes each, devoted to Press-Radio news.

It seems doubtful whether it will become necessary to add to this schedule, in view of the trend towards local arrangements between stations and newspapers.

Division of the Hearst services into two branches (I. N. S. day report for evening papers and Universal Service for mornings) results in a peculiar situation for stations tying up with clients of these services. The I. N. S. report must be used on the air between 6 a. m. and 6 p. m. From then until 6 a. m. Universal must be used. But I. N. S. has a great many more clients than Universal, so in a large number of cities stations might obtain news generously through the day, and find themselves without it during the peak-audience hours. In a smaller numbers of cases, where the affiliation was with a Universal client, the reverse would be true, but stations would be exposed to the danger of missing the bulk of the news which (except for the catastrophic kind) generally breaks during the day.

Transradio Press Opens Bureau in San Francisco

TO EXPAND its news service to radio stations and sponsors on the Pacific Coast, Transradio Press Service Inc., on May 9 opened a San Francisco bureau at suite 206 Chronicle building, with Allan C. Faith, Pacific Coast newspaperman as manager. The bureau has been established on the same floor with the Associated Press headquarters. Three schedules daily, of one hour each, supplemented by flashes, are being serviced to Pacific Coast clients by short wave and wire from San Francisco. Local clients are served by teletype. A mail feature service for Pacific Coast clients, to be used independent of regular short wave teletype service, will be inaugurated.

A staff of 60 string correspondents has been organized on the Coast, to be increased within the next few weeks, Faith stated. Central correspondent bureaus have been established in Seattle, Wash., and Portland, Ore., to cover the Northwest. A complete list of Pacific Coast stations carrying Transradio was not available, but it was learned that among those using the service are: KJBS, San Francisco (Italian language only); KROW, Oakland; KIEM, Eureka, Cal.; KNX, Los Angeles; KVOS, Bellingham, Wash.; KPQ, Wenatchee, Wash.; KFPY, Spokane, Wash.; KFEL, Denver, Colo.; and KGVO, Missoula, Mont.

New Association Formed To Supply News Service For Radio Exclusively

Mr. Wright

FORMATION of an independent news gathering and distributing organization to supply a complete news service to radio stations and sponsors was announced in San Francisco on May 3. Called the American Broadcasters' News Association, it is scheduled to enter the radio news field July 1, competing with Press-Radio Bureau, the publishers flash bulletin service and with independent services, according to Frank Wright, who heads the venture.

Wright, who is head of Frank Wright & Associates, Oakland and San Francisco radio advertising agency, and former manager of KTAB, in both cities, declared that the association is a profit-sharing, membership organization, owned and operated exclusively in and for the broadcasting industry, Wright stated. Headquarters have been established at 216 Pine Street, and 544 Market Street, San Francisco, and at 1404 Franklin Street, Oakland. Representation is planned in key American cities. The association will contract with Reuter's World Wide Service, for foreign coverage, receiving this news via cable and wireless in New York and releasing it by teletype and short wave to member clients.

The ABNA expects news gathering costs to run $2,000 weekly. It is negotiating with an initial membership group of more than 100 stations. Wright declined to disclose the backers of the venture, except to say that he was one of them and that there were several others interested.

Air-Sports Inc. Created To Supply Radio Stations

AIR-SPORTS Inc., New York, has been organized to supply sport news to radio stations, with Clem McCarthy, sports writer and announcer, as editor of the daily bulletin service. It will be available for re-sale to sponsors and merchandising aids are to be provided. Wire and wireless transmission is planned and flash bulletins will supplement the regular service.

Sport news is to be supplied for broadcasting at 1:30, 5, 7, and 11 p. m. Exclusive racing results are promised. Wireless service will be transmitted through Press Wireless and wire service will be by "timed wire" direct to the control room.

Trading Stamp Discs

SPERRY AND HUTCHINSON, Inc., New York, begins a test radio campaign for its green trading stamps (a form of cash discount) on May 20, through five Northeastern stations. Kimball, Hubbard & Powel Inc., is the agency. Five-minute NBC transcriptions, with announcements dubbed in, will be placed several times weekly on WLBZ, WSAR, WNBH, WMFF, and WJAC.

Consents Decree Now Possible Curbing Powers of ASCAP

Six-month Continuance of Present Contract Looms; Dissension and Legislation Threaten Society

CONTINUANCE of existing broadcasting station contracts with the American Society of Composers, Authors & Publishers for six months beyond the Sept. 1 deadline, when these agreements automatically expire, looms as a possible outcome of current "conferences" being held at the invitation of ASCAP. A meeting of the NAB copyright committee was held in New York May 13 and the understanding was that the broadcasters would meet with ASCAP representatives for further discussions.

Meanwhile, with ASCAP jammed between a government anti-trust suit threatening its dissolution, legislation pending in Congress which would strip it of much of its arbitrary powers, and internal dissension that appears to have reached the breaking point, talk is current of a possible consent decree in the litigation. Such a decree would mean that ASCAP, under court auspices, would consent to the elimination of certain practices subject to court action if violated. The government suit hinges upon alleged illegal price-fixing, and, should a decree be entered, it unquestionably will cover this practice and possibly set up a "per piece" basis of cost to broadcasters and other copyright users, rather than the arbitrary system now employed, and against which practically all copyright users have protested.

Per-piece Method

IT WAS ASCAP that invited the broadcasters into conference a fortnight ago to "discuss" the status of existing contracts under which broadcasters pay 5% of their "net receipts" this year, plus arbitrary sustaining fees. The over-all annual payments, it is estimated, approximate $2,500,000. ASCAP apparently is anxious to tide over its arrangements with broadcasters pending action one way or the other in the litigation before the Federal District Court for the Southern District of New York.

On behalf of the broadcasters, Joseph C. Hostetler, NAB copyright counsel, emphasized to the ASCAP representatives that any agreement reached must be acceptable to the government since the pending anti-trust suit now is definitely involved in continuance of existing contracts. He pointed out, too, that the NAB has favored a "per piece" or measured service plan for payment of royalties and that specific mention of a similar compensation arrangement is made in the suit against ASCAP filed by the Department of Justice last year.

When the suggestion for a six-month license extension under present terms, but contingent upon any action which might be taken in the government suit, was made, the April 26 conference ended, after ASCAP spokesmen had promised that such a recommendation would be made to its board of directors. It was hoped that the meetings beginning May 13 would develop some agreement.

Those who attended the initial meeting, and who have been called for the May 13 session, in behalf of the broadcasters, are Alfred J. McCosker, WOR, chairman of the copyright committee; J. Truman Ward, NAB president; E. A. Allen, WLVA, newly appointed copyright committee member; Edward Klauber, CBS first vice president; A. L. Ashby, vice president and general attorney of NBC; Walter J. Damm, WTMJ, and Frank M. Russell, NBC Washington vice president; Philip G. Loucks, NAB managing director, and Mr. Hostetler.

At the meeting for ASCAP were Gene Buck, president, E. C. Mills, general manager, Otto Harbach, Sigmund Romberg, Louis Bernstein, Saul H. Bornstein, Walter Fischer and T. Allen, members of the committee designated by ASCAP to negotiate contract extensions or new contracts.

In the litigation end, Andrew W. Bennett, special assistant to the attorney general, in charge of the government anti-trust suit, appeared before Federal Judge John C. Knox in New York on May 7 to argue his motion for preference and to have the court fix a definite date for trial. Indications were that the court would agree if a judge could be transferred from some other jurisdiction to hear the case. Word on the action was expected momentarily, since it was considered likely that a judge would be procured. The New York court, because of its heavy docket, has been unable to expedite trial.

Royalty Demands

IN HIS MOTION Mr. Bennett declared there was "great apprehension" as to what demands for royalties ASCAP would make upon the expiration of existing contracts with copyright users, including broadcasters, motion picture owners, hotels and other groups. "Past experience over many years leads the owners of the businesses involved to believe that greatly increased royalties will again be demanded and that they will be forced to pay such increased amounts or go out of business," the petition said. "Deponent believes," he added, "that an early trial and decision of the legality or illegality of the pooling of individual copyright monopolies and the concerned action of individual copyright owners in eliminating competition and fixing prices or royalties is urgent," he said.

ASCAP's woe within its own house comes largely from the publishing houses of Warner Bros., which, it is understood, publishes nearly one-half of the numbers demanded for air use. The movie concern has indicated repeatedly that it might withdraw from ASCAP and attempt to deal with broadcasters in its own right, rather than become embroiled in possible dissolution judgment with ASCAP.

The Warner Bros. houses include such well-known firms as Harms Inc., T. B. Harms, Chappell-Harms, M. Witmark & Son and Remick. Consent decree talk has surrounded the Warner Bros. stand.

In addition, several other important publishing houses might leave ASCAP if Warner Bros. takes the lead, and join it in steps to end the court litigation insofar as they are concerned. The consent decree possibility, however, involves ASCAP also, and all of its associates would agree to certain fixed practices and stipulate that they would not be violated.

On the congressional front in Washington, the Duffy Bill (S. 2465), which would drastically amend the existing copyright law by eliminating the mandatory infringement fine of $250 and otherwise remove from ASCAP its arbitrary powers, was still pending before the Senate Patents Committee as BROADCASTING went to press. In executive session on May 8, the committee heard eight witnesses who opposed certain phases of the measure; including representatives of ASCAP. The witnesses were given opportunity to submit briefs, after which the committee will decide whether it will hold public hearings or report the measure without them. Those who conferred with the committee were Gene Buck and Nathan Burkan, general counsel of ASCAP, who objected to most of its provisions; George Creel and Louise Sillcox, representing the Authors League; John G. Paine, president of the Music Publishers Protective Association, sister organization of ASCAP: Edwin P. Kilroe and Grabiel Hess, representing the Motion Picture Producers and Distributors.

SUNDAY MORNING

Hours, Two of Them, Being Used On KMOX by Dodge

A DEPARTURE in programming was inaugurated on KMOX, St. Louis Sunday, May 12, when a two-hour variety show of popular entertainment took to the air at 8:30 a. m. and continued two hours without pause, sponsored by Dodge Dealers. This will be a regular Sunday morning feature over KMOX. The broadcast will be known as *The Air Gliders* and its central theme will be to give a cheerful, pulse-quickening start to a day of rest and relaxation. The program is unique in that no sponsor heretofore has used an early Sunday morning program of two-hour duration and with a popular type of entertainment.

Heading this revue will be Al Roth and his orchestra. Other talent includes Georgia Erwin, singing popular songs; the Harmonettes, girl trio; Bob Preis, lyric tenor; the Air Gliders Quartet, who recently completed a six-month series of programs for the CBS network. Agency: Ruthrauf & Ryan Inc.

2-in-1 Spots

2-IN-1 SHINOLA-BIXBY Corp., New York (2-in-1 shoe polish) is sponsoring one-minute announcements over Yankee Network seven days a week: over WRVA, WBAL, WCAU, WGY and KDKA six days a week; over WOR five-minute announcements six days a week. Batten, Barton, Durstine & Osborn Inc. New York, is the agency.

Inter-city Hookup In East Expanding

WCAP-WIP Acquiring Stations, Which Absorb Line Costs

Mr. Flamm

EXPANSION of the WMCA-WIP intercity hook-up to include WCBM, Baltimore, WDEL, Wilmington, and WOL, Washington, all former affiliates of American Broadcasting Co. and its predecessors, was announced effective May 6 by Donald Flamm, president of WMCA, the key-station. Thus far the only name accorded the project is the cue line announcement "This is an Inter-City Presentation".

While Mr. Flamm declared the station alignment was not to be construed as a network, it nevertheless falls into that category as a regional station tie-up along the Eastern seaboard. The combined facilities are offered to advertisers at a combination night rate of $955 per hour, $560 per half-hour and $350 per quarter-hour, exclusive of frequency discounts. This is an aggregate of the card rates of the stations, with no assessment for the A. T. & T. line costs which are absorbed by the stations.

Loew's Negotiations

WITH the alignment of these stations, embryonic plans of the Loew's-Metro-Goldwyn-Mayer theatrical organization, which operates WHN, New York, evidently go into the discard, since negotiations were being carried on with the same stations. WHN had in mind picking up where American Broadcasting Co. left off three months ago but its negotiations failed to bear fruit, although program service was being provided to four stations in New England.

"In furnishing program service to stations in Washington, Baltimore and Wilmington," Mr. Flamm asserted, "WMCA is not attempting to become the key station of a new network. The rendering of this program service to out-of-town stations is merely an expression on our part of cooperation with other broadcasters. In the case of our tieup with WIP in Philadelphia, we have found it a mutually successful venture. Line charges are shared by both stations and already more than a dozen clients have contracted for service in these two great markets over WMCA and WIP.

"Under the terms of our arrangement with the Southern stations, WMCA will sell time over all five stations for simultaneous broadcasting. The advertisers will pay only for the station time as the line charges are being absorbed by the stations themselves."

Mr. Flamm declared that if a new network should develop out of the existing arrangement, "it will have to come into existence quite naturally, without any one group or individual 'holding the bag.'" He said it was a "compliment to WMCA" that these stations are picking up its programs, and that other stations in nearby states have asked for similar cooperation. "It is quite likely," he asserted,

(*Continued on page 51*)

PERSONAL SERVICE

OUR four offices, acting as direct branches of the outstanding radio stations listed below, are equipped with factual information available to agencies and advertisers. This information is made available to you by men of experience in radio advertising who can be of assistance to you in the application of these facts to your problems.

★ ★ ★

STATIONS REPRESENTED

Location	*Station*	*Location*	*Station*
Chicago, Illinois	WGN*	Omaha, Nebraska	WOW
Columbus, Ohio	WBNS	Philadelphia, Pa.	WIP
Des Moines, Iowa	KSO	Phoenix, Arizona	KTAR
Des Moines, Iowa	KRNT	Rochester, N. Y.	WHEC
Detroit, Michigan	WWJ	St. Louis, Missouri	KWK
Kansas City, Mo.	WREN	St. Paul-Mpls., Minn.	KSTP**
Los Angeles, Calif.	KNX	Salt Lake City, Utah	KDYL
New York City	WMCA	San Diego, Calif.	KFSD

Waterloo-Cedar Rapids, Ia. WMT

Southwest Broadcasting System

*Represented on the West Coast.
**Represented in territory outside New York.

JOHN BLAIR & COMPANY

NEW YORK
341 Madison Avenue
Murray Hill 2-6084

CHICAGO
520 North Michigan Avenue
Superior 8660

DETROIT
New Center Building
Madison 7889

SAN FRANCISCO
485 California Street
Douglas 3188

RCA to Bring Out Television Under Million Dollar Program

Influenced by European Efforts Deemed Inferior, High-definition Service Will Be Inaugurated

Mr. Sarnoff

IN THE MOST significant move in television in several years, David Sarnoff, president of RCA and chairman of the NBC board, announced May 7 that "high definition" television would be brought out of the laboratory for field experimentation in a three-point project involving expenditure of approximately $1,000,000.

The program, to be completed within 12 to 18 months, plans creation of a modern television station incorporating RCA laboratory developments in the East, perhaps New York or Philadelphia; manufacture of a limited number of television receivers for observation purposes, and development of an experimental program service with the necessary studio technique to determine the most acceptable form of television programs.

The RCA action apparently was motivated by the fact that both Great Britain and Germany have inaugurated public television service which is considered far inferior to developments in this country. It is not unlikely that the RCA decision will be followed by similar action by other manufacturers, notably Philco, which has been actively engaged in laboratory experimentation.

Ahead of Europe

MR. SARNOFF'S announcement was made at the annual meeting of the RCA stockholders in New York on May 7. It throws new light on RCA television experimentation, concerning which utmost secrecy has been maintained for the last two or three years. Throughout his statement, reference is made to inferiority of European television service as compared to RCA developments. Thus the inference definitely is drawn that the RCA three-point plan is embarked upon, not because television is regarded as technically and economically feasible, but because of the excitement aroused by the European undertakings and the innuendos that America was falling behind in visual radio.

The results attained by RCA in laboratory experiments, Mr. Sarnoff said, go beyond the standards accepted for the inauguration of experimental television service in Europe. "We believe," he added, "we are further advanced scientifically in this field than any other country in the world."

Mr. Sarnoff emphasized that television bears no relation to the present system of sound broadcasting and that while it promises to supplement the present service by adding sight to sound, it will not supplant nor diminish the importance and usefulness of sound broadcasting.

"In the sense that the laboratory has supplied us with the basic means of lifting the curtain of space from scenes and activities at a distance, it may be said that television is here," he said. "But as a system of sight transmission and reception, comparable in coverage and service to the present nationwide system of sound broadcasting, television is not here, nor around the corner. The all important step that must now be taken is to bring the research results of the scientists and engineers out of the laboratory and into the field.

Evolutionary Stages

"TELEVISION service requires the creation of a system, not merely the commercial development of apparatus. RCA with its coordinated units engaged in related phases of radio communication services is outstandingly equipped to supply the experience, research and technique for the pioneering work which is necessary for the ultimate creation of a complete television system. Because of the technical and commercial problems which the art faces, this system must be built in progressive and evolutionary stages.

"Considering these factors and the progress already made by your company, the management of the RCA has formulated and adopted the following three point plan:

1. Establish the first modern television transmitting station in the United States, incorporating the highest standards of the art. This station will be located in a suitable center of population, with due thought to its proximity to RCA's research laboratories, manufacturing facilities, and its broadcasting center in Radio City.
2. Manufacture a limited number of television receiving sets. These will be placed at strategic points of observation in order that the RCA television system may be tested, modified and improved under actual service conditions.
3. Develop an experimental program service with the necessary studio technique to determine the most acceptable form of television programs.

"It will take from 12 to 15 months to build and erect the experimental television transmitter, to manufacture the observation receivers and to commence the transmission of test programs."

To give a complete picture of the status of television, insofar as RCA is concerned, Mr. Sarnoff made the following statement, which is given in part:

"**Reception:** Our research and technical progress may be judged by the fact that upon a laboratory basis we have produced a 343-line picture, as against the crude 30-line television picture of several years ago. The picture frequency of the earlier system was about 12 per second. This has now been raised to the equivalent of 60 per second. These advances enable the reception, over limited distances, of relatively clear images whose size has been increased without loss of definition.

"**Transmission:** In the present state of the art, the service range of television from any single station is limited to a radius of from 15 to 25 miles. National coverage of the more than three million square miles in the United States would require a multitude of stations with huge expenditures, and presents a great technical problem of interconnection in order to create a network system by which the same program might serve a large territory.

"Existing and available wire systems are not suitable for interconnecting television stations. Therefore, radio relays must be further developed or a new wire system created to do the job now being done by the wires which connect present day broadcasting stations. * * *

Technical Problems

"TELEVISION is a highly complicated system of transmitting and receiving elements with thousands

(*Continued on page 41*)

BULLETIN

FEDERAL JUDGE John C. Knox of New York on May 13 set the government anti-trust suit against ASCAP for trial on June 10. This granted the motion of Andrew W. Bennett, special assistant to the U. S. Attorney General, for an early trial. At the same time Judge Knox denied the motion of Nathan Burkan, ASCAP general counsel, for authority to take depositions throughout the country which would have delayed trial for many months. (See story on p. 12.)

Cruse to Analyze Television Abroad

Mr. Cruse

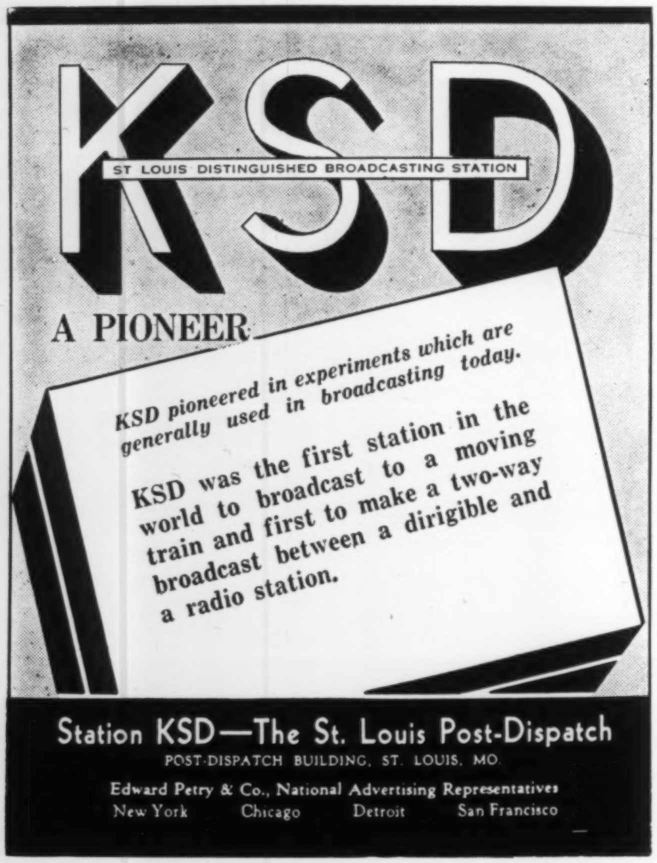
TO PROCURE first-hand information on television developments abroad, Andrew W. Cruse, chief of the Electrical Division, Department of Commerce, sailed for Europe May 10 under orders from Secretary of Commerce Roper. Due back on June 30, he will visit London, Berlin and Paris, where the main experiments are being conducted.

Orders issued by the Department to Mr. Cruse read:

"To get first-hand information on television developments in England, France and Germany and to study these developments in order to present them to American industry."

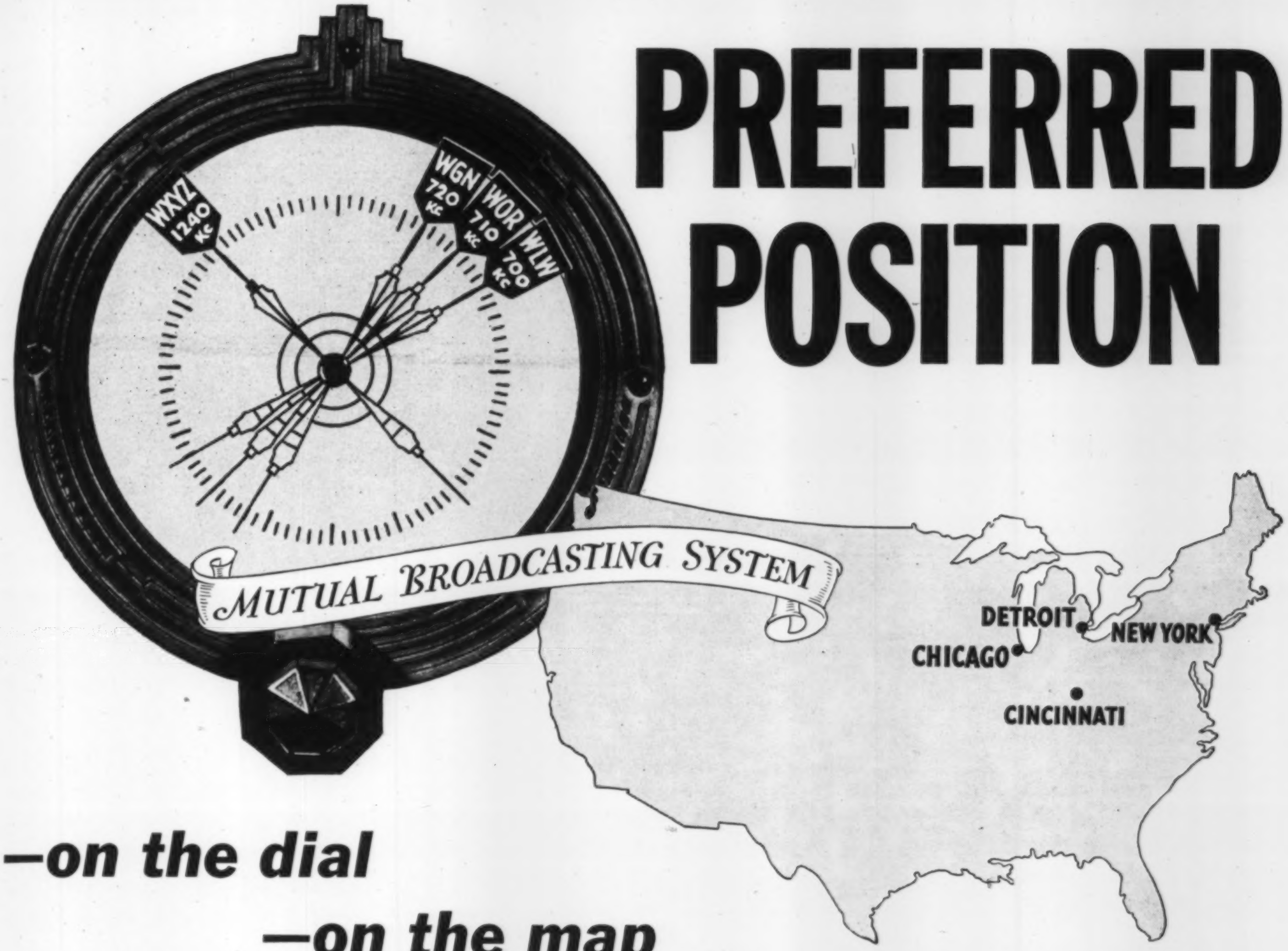
In England, Mr. Cruse will devote his primary attentions to the experimental visual radio transmissions being conducted by the British Broadcasting Co., which utilizes the Baird system. Germany, which also is maintaining regular television schedules, has centralized its work under the German Broadcasting System. Little is known about French television experimentation.

Mr. Cruse, a former naval officer, joined the Department about two years ago. He had been associated with the International Telephone and Telegraph Corp., and managed its broadcasting activities in Cuba several years ago.



KSD
ST LOUIS DISTINGUISHED BROADCASTING STATION
A PIONEER
KSD pioneered in experiments which are generally used in broadcasting today.
KSD was the first station in the world to broadcast to a moving train and first to make a two-way broadcast between a dirigible and a radio station.
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

PREFERRED POSITION



—on the dial
—on the map

● **POSITION** is so important to advertising that many media charge extra for it.

Through the facilities of the Mutual network and without premium of any kind you can secure high-spot position for your advertising.

Mutual puts your program on coveted positions of the dial and gives you intensive coverage of five major markets.

Thus Mutual guarantees *preferred* position for your advertising—both on the dial and on the map.

In the five major metropolitan markets of New York, Chicago, Philadelphia, Detroit and Cincinnati, the Mutual network gives you direct access to the most buyers at the lowest cost.

Because of this fact an increasing number of advertisers are using Mutual. 15 advertisers are now placing a total of 10½ hours every week on the Mutual network.

Any member station representative will be glad to show you how to take advantage of Mutual's tested ability to stimulate volume sales in these markets at the minimum cost.

MUTUAL BROADCASTING SYSTEM

WGN—Chicago **WLW—Cincinnati** **WOR—Newark** **WXYZ—Detroit**

News Service of KMBC Includes Wandering Auto

KMBC, Kansas City, has appointed Erle Hazlett Smith, prominent Kansas City journalist, sports writer and aviator, as news editor of its newscasting department. In his new capacity, Smith will edit all news stories received via Transradio service and all local material submitted by the KMBC staff, which has been drafted as a reportorial body. The schedule includes seven regular Newscasts daily (6:30, 7:30, 10:45, 12:00, 4:30, 6:15, 11:55).

Smith is a graduate in journalism from Kansas State College, former managing editor of the *Kansas City Journal* and former feature editor of the *Kansas City Journal-Post*. KMBC planned to announce this month the placing of the KMBC "Newscasting Car" on the streets of Kansas City to broadcast all events of news importance direct from the scenes.

Bird's Nest Radio

HERE'S a radio story for the book. In the vicinity of WOR's new 50,000 watt transmitter at Carlstadt, N. J., engineers discovered the nest of a meadow lark built inside a discarded coil of wire. It was found that the heat generated in the wire by the high powered transmitter was sufficient to hatch the eggs without any attention from the parents, except when the station was off the air for the night. But when other birds in the vicinity tried to imitate the larks by winding bits of wire around nests already built, says this report, they couldn't get the right combination. They either overdo it so that the eggs are cooked in the nest, or they use too little wire and get no "electric heating" at all.

FCC Investigating Marmola Accounts

Several Stations Are Affected; Federal Policy Still in Fog

AS THE latest phase of its anti-medical program crusade, the FCC has singled out the Marmola account, transcription spot program for a fat-reducing tablet produced by Raladam Co., Chicago, and placed over some 30 stations, it was learned at the FCC May 10. License renewals of a number of stations have been set down for hearing, it was learned, because of this program, among them some of the largest in the country.

While only one of more than two score of products or services involved in "investigations" being conducted by the FCC Law Department, covering more than 60 separate stations, the Marmola program apparently now is being made the spearhead of the FCC anti-medical onslaught. This course is evident because the Law Department feels it can make a particularly strong case on this product, since the Federal Trade Commission several years ago issued a complaint against the same company, alleging false and misleading advertising.

Official records disclose, however, that while the Trade Commission complaint was issued, an appeal taken by the Raladam Co. resulted in an opinion sustaining the manufacturer's contention that the Trade Commission had no authority since no "unfair competition" was involved. The court, however, in its opinion, did criticize the product and the nature of the advertising.

Marmola, which has been on the air for a half-dozen years, is a thyroid extract designed to increase the basic metabolism of the body, the effect of which is said to bring about weight reduction. The Trade Commission complaint was that it is dangerous to use this compound without specific prescription from a physician. The commercial continuity currently used in the transcription series suggests use of a prescribed number of these tablets until weight is reduced to a desired figure.

Meanwhile, because of repercussions to the FCC campaign, first divulged by BROADCASTING on April 1, efforts are being made to clothe its actions in utmost secrecy. The fear is that the FCC might find itself embroiled in a case alleging that it is exceeding its authority to the point where it is censoring programs—a function it is specifically prohibited from exercising under the terms of the Communications Act.

Up to Each Station

NO SATISFACTION can be procured from the FCC for "advance information" as to what programs or what character of programs are on the taboo list. The blanket answer is that stations must use their own judgment, since the FCC is not authorized or qualified to pass scientifically upon the merits of products or services in advance and that if a station is unable to decide for itself what falls into the category of "public interest, convenience and necessity" in the way of commercial accounts it is not qualified to hold a franchise to operate a station.

Within the industry, stations have adopted a practice, in many instances, of rejecting altogether accounts they construe to be "borderline". They are resorting to this rather than risk a citation from the FCC.

The Chicago Association of Broadcasters picked up the proposal made editorially in the May 1 issue of BROADCASTING that the NAB set itself up as a clearing house on program acceptances, through designation of some qualified man who would pass judgment on continuities and accounts submitted in advance. NAB has taken the position, however, that it has neither the funds nor the facilities for such an undertaking. It is likely that this matter will arise at the next NAB board meeting, since headquarters in Washington have been besieged with queries.

Another report from Chicago states that stations represented nationally by Free & Sleininger Inc., have under consideration a plan to detail a man to Washington to advise as near as possible in advance about questionable medical accounts.

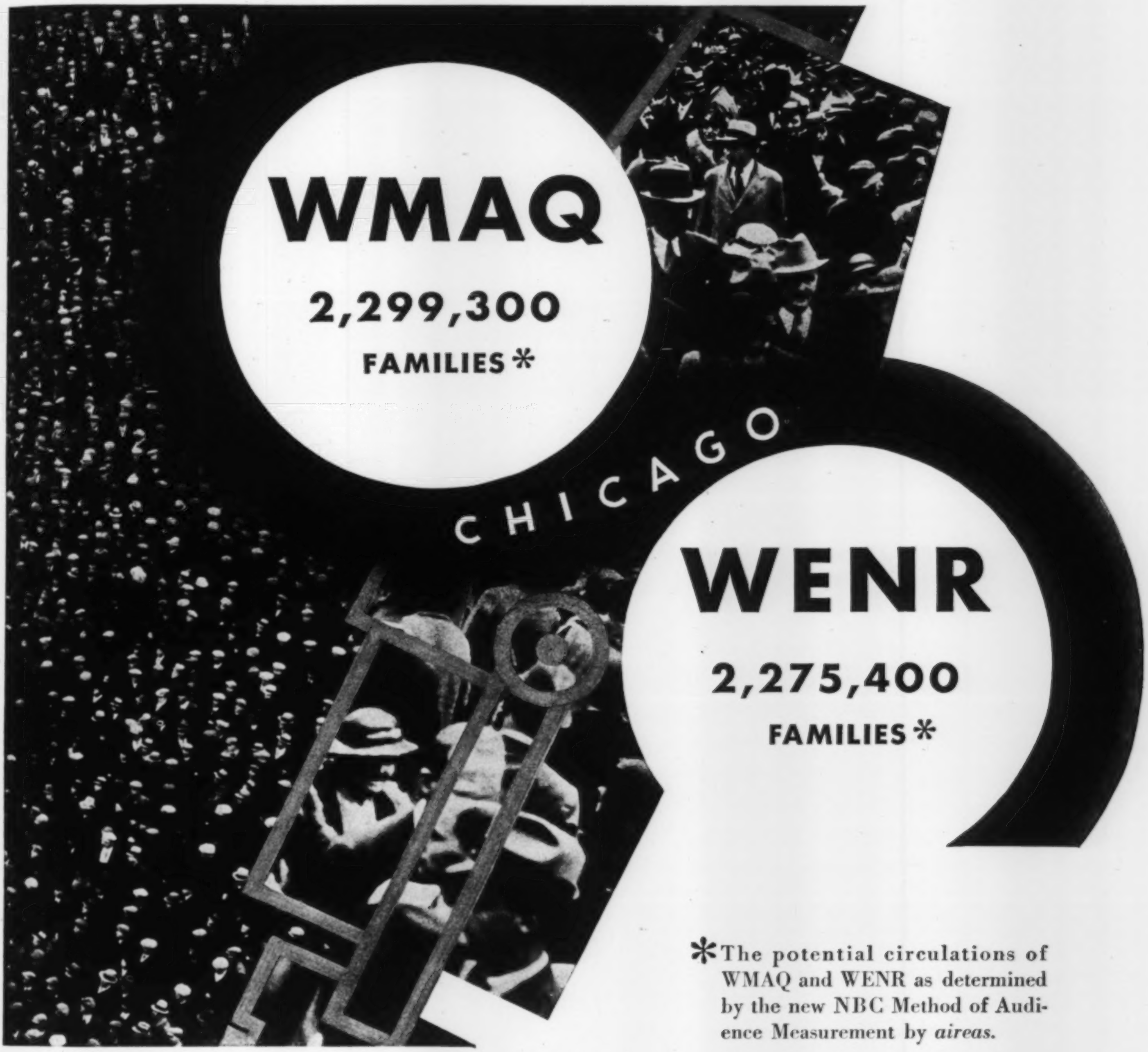
This is **Mr. Lilienthal...**

Mr. Lilienthal is Vice-President and Treasurer of I. J. Fox, Furriers, and the "big boss" here in Boston. In 1928—seven years ago—I. J. Fox inaugurated their evening radio shows in New England over Station WEEI. Since 1928—I. J. Fox in Boston has grown from a "store" to a business institution, a truly important factor in New England's great retail activities. Throughout these last seven years I. J. Fox has used radio in Boston extensively and successfully. The backbone of their radio activities has been their outstanding evening presentations—some of the best and most costly radio shows in all New England. For such presentations, I. J. Fox through Mr. Lilienthal has used—

FOR SEVEN YEARS—WEEK IN—WEEK OUT

Station **WEEI**

To Reach the Great Radio Audience in America's Second Wealthiest Market Use . . .



*The potential circulations of WMAQ and WENR as determined by the new NBC Method of Audience Measurement by *aireas.*

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PHILADELPHIA • DETROIT

Ideas on Merchandising

Getting Children to Listen, and Buy—A Free Program For Druggists—Hats and Gasoline

By HOWARD J. LONDON

THE PROGRAM of General Baking Co., New York (Bond Bread) titled *Adventures of Terry and Ted*, which is being broadcast on 13 stations in the East and Midwest, uses a number of novel merchandising ideas.

To get children to listen, and to buy Bond Bread, the sponsor has woven into the continuity each week a code message. The solution is not given over the air, but listeners are told in the closing announcement they they can find it wrapped inside of every loaf of Bond Bread they buy the following day.

Increased sales of Bond Bread have been shown repeatedly on the days when the codes were featured. A map, tracing a portion of the boys' travels, is also offered free to listeners. The first 20 of the 65 episodes plug the map and tell the listeners where to obtain them —either through their local station or their neighborhood food store. The appeals for the map have found many stores in the eastern area crowded with boys and girls clamoring for copies of the map the day after the announcement had been made over the air.

Inserts in the Bond Bread wrapping, posters on all delivery trucks in the cities in which the program is being broadcast, and store display pieces are also used to promote the program.

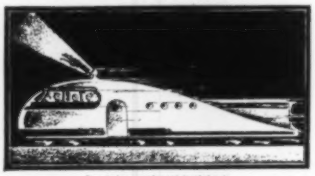
Actual automobiles designed to appear like the "Land Cruiser" pictured in the folders and displays pieces are cruising the streets. These automobiles are equipped with loud speakers for music and sections of past adventures of Terry and Ted are broadcast.

The "Land Cruiser" is driven around the streets and talks are given to crowds of children and their parents who assemble when it stops. Schools and playgrounds are a favorite stopping place for the six cruisers and they travel from one town to another.

Movie theatres located in residential districts have tied-up with this program and are allowing personal appearances of some character in *Terry and Ted*. These personal appearances are usually scheduled for Saturday afternoons.

The program is now being broadcast over WADC, WBNS, WDRC, WGAR, WHBC, WHAS, WJAR, WTAG, WWJ, WWVA, W1XBS, WOR and WRVA. It is a 15-minute transcription broadcast five days a week between the hours of 5 p. m. and 7 p. m., the best hours for a child program. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

A Letter to Boys and Girls from Uncle Don



This is the famous 'land cruiser' described inside

TUNE IN

TERRY & TED with UNCLE DON

presented by **Bond Bakers**

WOR-6:30 P. M.

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY

Beginning Monday April 1st

TONY WONS and his *House By The Side of the Road* played to a near capacity audience in the largest studio in Radio City on Easter Sunday afternoon, an ideal day for strolling on Fifth Avenue. This program is usually heard from Chicago.

* * *

IN THE *American Mercury* for May is an article under the title "Contest-Crazy". It deals with the why and wherefore of the numerous contests that are now current over the air and in printed publications. It also suggests that contests are beginning to become a "racket" for the professionals, citing a case of a Columbia University professor who quit his job to devote more time to solving contests.

PRE-ANNOUNCEMENTS of the new Phillips-Jones Corp., New York, program (Van Husen collars) on an NBC-WJZ network were sent to a number of radio listeners. The announcements were sent through the mails and asked for comments on the program. The mailing list was obtained from fan mail gathered from the previous program Van-Husen had on the air.

* * *

FOUR MILLION "Texaco Fire Chief" hats have been given away to date. These hats have been dispensed at the studio broadcasts of Ed Wynn and through the gasoline dealers throughout the country. On Easter Sunday 10,000 of these hats were given away on the Boardwalk at Atlantic City. The hat manufacturer reports this is the largest individual order ever received.

* * *

WHEC, Rochester, has a 15-minute program, gratis, once weekly for all the druggists in Rochester. WHEC requests copy or material from the druggist to be used on this program. It is a good-will gesture in appreciation of the cooperation the druggist gives the drug products which are advertised over the station.

* * *

ALL *New York American* delivery trucks carry a poster directing attention to the reading of the Sunday American comics over WOR each Sunday at noon.

WATR, Waterbury, Conn., on May 8 joined Yankee Network, bringing the total number of Yankee stations to 13.

We're 'IN THE MIDDLE'

. . . and like it!

WHAS has the distinct advantage of being able to deliver both northern and southern markets . . . It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on every side.

. . . And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.

WHAS

50,000 WATTS . 820 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

THE TELEPHONE CRIED FOR MERCY!

Fifty circuits thrown out of commission! Over six thousand calls piled onto the switchboards of the Tri-State Theatres in Des Moines. And more calls—yes, thousands—sidetracked by the busy signal. Folks reported they couldn't get past the third digit on the dial. No wonder the telephone company complained.

All this occasioned by a single announcement at 10:12 a. m. over Station KSO. The Tri-State Theatres offered a free movie ticket to all listeners who called within the next forty-five minutes. There was no previous intimation that such an announcement would be made! Only twenty-nine hundred people could get their calls through within the time limits, but the calls kept up for hours. Everybody from the janitor to president did duty at the switchboard.

The program is fifteen minutes of organ music and chatter by Orville Foster, musical director of The Iowa Broadcasting System, at 10:00 a. m. daily over KSO. Nothing elaborate—just a one-man production. But like all productions of The Iowa Broadcasting System it has real "listener-appeal."

Incidents such as this reveal much about listening-habits in Iowa. Write or wire now for rates and further information concerning The Iowa Broadcasting System, The Des Moines Register and Tribune.

Des Moines	Des Moines	Cedar Rapids-Waterloo
KSO	**KRNT**	**WMT**
NBC Basic Blue	CBS Basic	NBC Basic Blue

Representatives: JOHN BLAIR & Co., Chicago, New York, Detroit, San Francisco

Her Home Address is New York BUT...

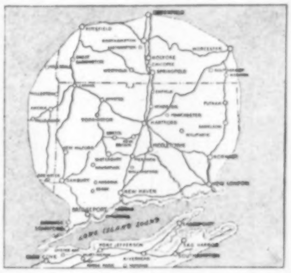
. . . She Buys Her Cosmetics in New England

No, she is not boycotting New York merchants. It is simply that her *summer* home is in the WTIC Communities. Here, for the next few months, she will buy her cosmetics, food, auto supplies and a host of other things.

Over 3,000,000 well-to-do Americans spend over $500,000,000 in New England each summer. Naturally, most of them have a radio. Naturally, too, most of them listen to WTIC.

No other form of summer advertising offers so much extra value as WTIC. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area (Jansky & Bailey Survey figures). And a guest audience of many 100,000 more. All with purchasing power far above average.

Talent is available at WTIC for the skillful staging of any type of program. Full particulars on request.



THE WTIC COMMUNITIES

A PROSPEROUS POPULATION IN A COMPACT MARKET

WTIC

50,000 WATTS

HARTFORD · CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, *General Mgr.* **JAMES F. CLANCY,** *Business Mgr.*

NEW YORK OFFICE, 220 EAST 42nd STREET *J. J. WEED, Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE *C. C. WEED, Manager*

ORPHAN

ANNIE MARKETS

Those step-child markets of yours—why neglect them?

Spot Broadcasting can change emaciated orphan territories into prosperous markets which will contribute their full share to the general family support.

If any markets listed here are Orphan Annies for you now, these stations can make their sales stories have happy endings.

They wave no magic wand—they promise no over-night miracles—but they'll do the job if intelligent showmanship, aggressive merchandising and modern broadcasting facilities can do it.

WSB	Atlanta	**NBC**
WFBR	Baltimore	**NBC**
WBRC	Birmingham	**CBS**
WAAB **WNAC**	Boston	**CBS**
WICC	Bridgeport New Haven	**CBS**
WBEN	Buffalo	**NBC**
WGAR	Cleveland	**NBC**
WFAA	Dallas	**NBC**
WBAP	Fort Worth	**NBC**
KLZ	Denver	**CBS**
WJR	Detroit	**NBC**
KTHS	Hot Springs	**NBC**
KPRC	Houston	**NBC**
WFBM	Indianapolis	**CBS**
WDAF	Kansas City	**NBC**
KFI **KECA**	Los Angeles	**NBC**
WHAS	Louisville	**CBS**
WLLH	Lowell	**YN**
WTMJ	Milwaukee	**NBC**
WSM	Nashville	**NBC**
WSMB	New Orleans	**NBC**
WTAR	Norfolk	**NBC**
KGW **KEX**	Portland	**NBC**
WEAN	Providence	**CBS**
KSD	St. Louis	**NBC**
KSL	Salt Lake City	**CBS**
WOAI	San Antonio	**NBC**
KOMO **KJR**	Seattle	**NBC**
KTBS	Shreveport	**NBC**
KHQ **KGA**	Spokane	**NBC**
WMAS	Springfield	**CBS**
WDAE	Tampa	**CBS**
KVOO	Tulsa	**NBC**
KFH	Wichita	**CBS**

ALSO
THE YANKEE NETWORK
THE TEXAS QUALITY NETWORK
THE NORTHWEST TRIANGLE

Represented throughout the United States
by

EDWARD PETRY
& COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

GET YOUR PLACE IN THE SUN

Here we are with a late Spring and all—almost forgetting that "summer is y-cumen in , loud sing cuckoo". You'll forgive our frankness, but we think people are very cuckoo indeed if they even consider passing up one of the most profitable summer markets in these United States.

For the good old Buffalo Area is just that. As we have said before—and will undoubtedly say again—Buffalo and the Niagara Frontier are one of the greatest vacation spots in the nation. All summer long we have conventions and we have tourists and we have strangers in our midst.

Everyone of them is a potential customer of yours. And everyone of them—so help us—is pretty constantly exposed to radio during his stay here. (We're leaving out Buffalonians here. According to results obtained from radio advertising, they practically hang over their radios the year round.) Now what we'd suggest is this: If you want to tap a provedly profitable market, look into the Buffalo Broadcasting Corporation pretty carefully. Remember, we have two stations—WGR—WKBW—that divide Columbia and Buffalo Broadcasting productions and give you the best kind of a break as far as choosing advantageous time is concerned.

We have some very elegant charts, data and figures we'd like to send you. They'll show you how easy, economical and very profitable it is to get your place in the sun of summer radio advertising.

"THE ENDS OF THE DIAL"
550 WGR BBC 1480 WKBW

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.

MEMBER
Columbia Broadcasting System
National Association of Broadcasters
Transradio Press Service
World Broadcasting System Program Service

REPRESENTED BY
FREE & SLEININGER, Inc.
New York, Detroit, Chicago
Denver, Los Angeles, San Francisco, Seattle

WCKY Salesmen!

HITLER, Mussolini, Huey Long and other notables are selling furniture on WCKY, Cincinnati, although they may not be aware of it. Five evenings each week WCKY broadcasts *News Headliners* giving intimate glimpses of personalities in the news spotlight. Stille & Duhlmeier Co., Cincinnati furniture manufacturer and retailer, is the sponsor. The program is written by Elmer H. Dressman, WCKY continuity director, and put on the air by James S. Alderman, chief announcer.

Two New Reps

TWO NEW radio station representatives were created early in May in Chicago, both planning to represent a limited number of stations. They are Ray Linton and Jackson & Moore. Linton, formerly with John Blair & Co. and WBBM, Chicago, has opened an office at 360 N. Michigan Ave. Jackson & Moore offices are at 307 N. Michigan Ave. Lowell E. Jackson formerly was in charge of sales at KYW and a member of the NBC Chicago sales force. Margaret L. Moore was station relations manager of the Midwest division of WBS and before that was with NBC sales and sales traffic departments.

No Plans for Expansion Of Basic Networks Being Considered Now by NBC

NBC does not have under consideration at this time any plan for expansion of its basic networks in any part of the country, it was stated May 8 by Frank E. Mason, administrative vice president of NBC. Reports to this effect, he said, have no basis whatever at present, although in the natural course of operations and planning, cases involving individual stations and markets arise. Because of the word-of-mouth spreading of these reports, he declared, NBC headquarters lately have been deluged with inquiries from stations throughout the country.

Mr. Mason said that 46 stations, aside from the 15 owned or managed units, already have signed the new station compensation plan and that others are being contacted. WHAM, Rochester, is the latest signer. He plans to leave for the West Coast next month to contact stations in that area along with Don E. Gilman, NBC Pacific Coast vice president.

No comment was forthcoming from NBC headquarters with respect to its negotiations for a Detroit outlet to supplant WJR, Blue outlet which moves to CBS Sept. 29. It is known, however, that conversations have been held with WXYZ and CKLW, the latter being the present CBS outlet. WMBC, Detroit local, which has an application pending before the FCC for regional status, also has been mentioned as a possibility.

The most progressive Station in St. Louis dominates this Major Market and consistently produces for its many Advertisers because it saturates the St. Louis Area.

Representatives
JOHN BLAIR & COMPANY
New York, Chicago, Detroit, San Francisco
HOTEL CHASE ST. LOUIS, MO.

CBS Places Limit on Sponsor Credits

Laxative and Childrens Programs Are Rigidly Restricted; 10% Limit on Night Continuities; Prall Elated

Mr. Paley

IN THE most far-reaching declaration of program policy in the history of network radio, William S. Paley, CBS president, announced May 13 that restrictions would be invoked on the amount of commercial credits allowed on all network programs, that all programs dealing with internal medical products or proprietaries no longer will be accepted and that children's programs and sponsored features generally, will be subjected to rigid scrutiny. Under the change all laxative accounts will go off the network effective early next year.

The action is declared to involve approximately $2,500,000 in revenue for CBS.

The new policies announced by CBS are as follows:

1. Effective July 30, a maximum of 10% of the total broadcasting period may be devoted to the sponsors' commercial announcements, including contests and offers, on programs after 6 p. m. During the day time sponsored programs will be allowed a maximum of 15% of the total broadcast period for commercial announcements. A single exception to these ratios will be made on quarter-hour programs, on which an additional allowance not to exceed 40 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

2. A new standard is to be set in children's programs by prohibiting entirely certain types of programs specified under eight different headings. To this end CBS is engaging the services of an eminent child psychologist who will have the benefit of an advisory board of qualified members, with the special purpose of pointing the way toward programs designed to meet the approval of parents, children and educators alike. The new policy becomes completely effective July 30.

Good Taste a Criterion

3. CBS has concluded, after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups. This policy will specifically exclude from the CBS network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants and other advertising which by its nature presents questions of good taste in connection with radio listening. As to new business, this policy becomes effective immediately. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The last of these expires in March, 1936.

The announcement won the approbation of chairman Anning S. Prall, of the FCC, who has been leading a campaign against what he construes improper commercial programming. Mr. Prall declared in connection with the announcement: "This new pronouncement of policy by the Columbia Broadcasting System is gratifying not merely because it is one of the most forward looking steps ever undertaken in the great American radio industry but also because it is the considered undertaking of a network serving more than 100 stations from coast to coast.

"Such an example of wise leadership can hardly fail to exert a profound influence on American broadcasting generally. The net effect of such a marked raising of broadcasting standards can only be to enhance further radio's unique influence on our modern ways of living and thinking, and to increase at the same time the interest of the listener and the value of the broadcast service to him."

In announcing the action, Mr. Paley said:

"We are satisfied that the best thought of many leading advertisers as well as of the broadcasters is reflected in these policies. They set higher standards than broadcasting has attempted before.

"CBS recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

"With the interest of the audience and the great majority of advertisers in mind, CBS considers it desirable, at this time, to set maximum allowances for commercial announcements."

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted, CBS stated.

(*Continued on page 35*)

DOWN HERE IN SOUTH CAROLINA'S RICHEST MARKET

Things are Happening

in the

PIEDMONT SECTION

of the

CAROLINAS

The record of the Carolinas during the past thirty years may be conservatively taken as an indication of what is going to happen during the next ten, twenty or thirty years. Here are some of the high spots in this thirty year record.

The number of industrial wage earners increased from 118,705 to more than 350,000; Annual wages from $23,324,330 to $235,000,000; Cotton textile factories from 257 to 695 and furniture plants from 69 to 146.

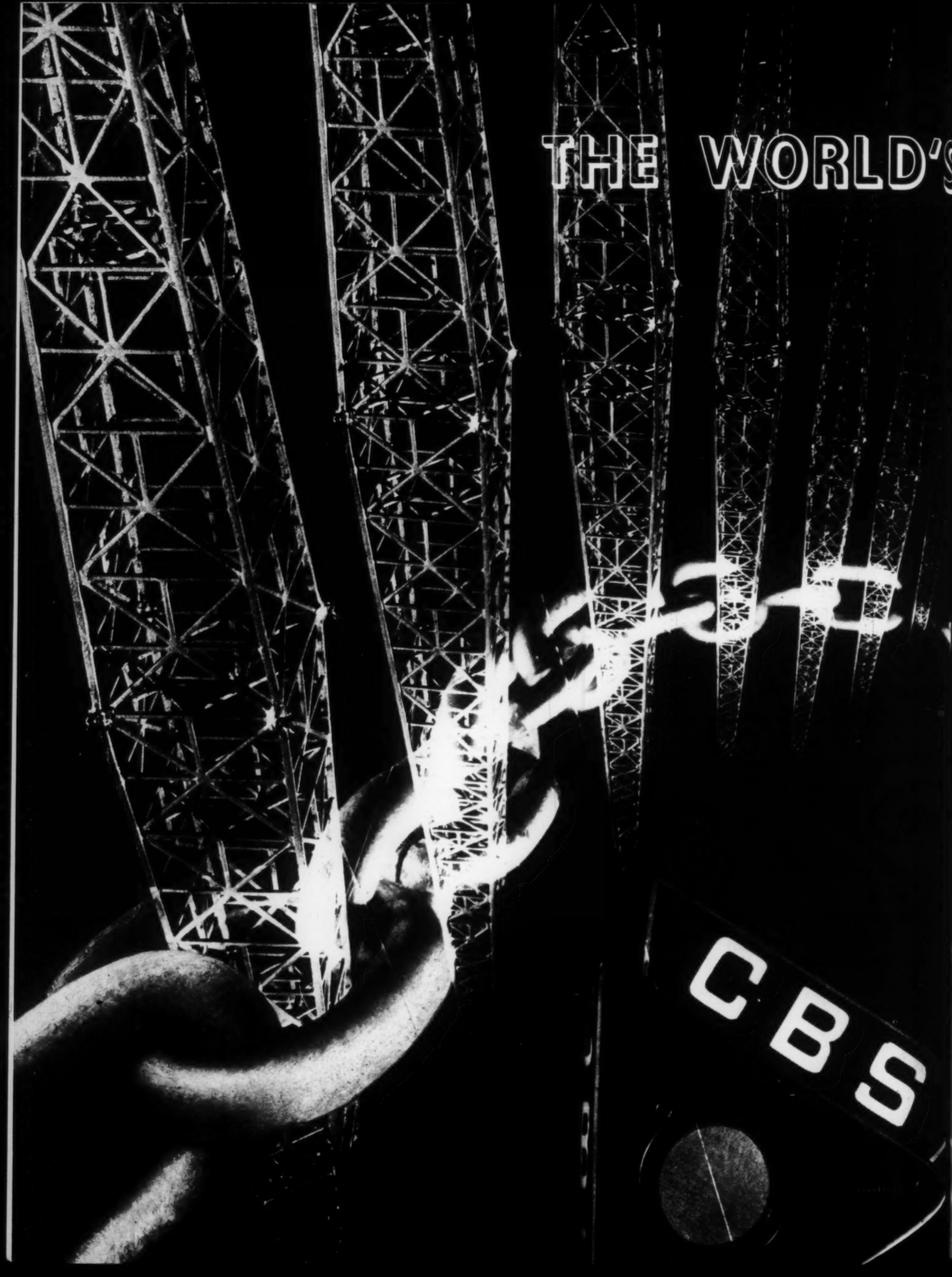
The value of manufactured products increased from $153,668,394 to more than $1,500,000,000; Bank clearings from less than $100,000,000 to more than $1,550,000,000.

686,922 of the people who are responsible for such a territorial growth reside within fifty miles of WFBC's transmitter. 72% of them own radio sets and are loyal listeners to WFBC's consistently good programs. This is a wonderful market — the possibilities are rich and the manufacturer who cultivates them will reap benefits far beyond expectation.

WFBC

"Greenville's Own Radio Station"

1,000 watts full time (5,000 watts authorized daytime). 1300 Kilocycles — Owned and operated by The Greenville News and Piedmont, South Carolina's leading newspapers


THE WORLD'S
CBS

ANTO

May

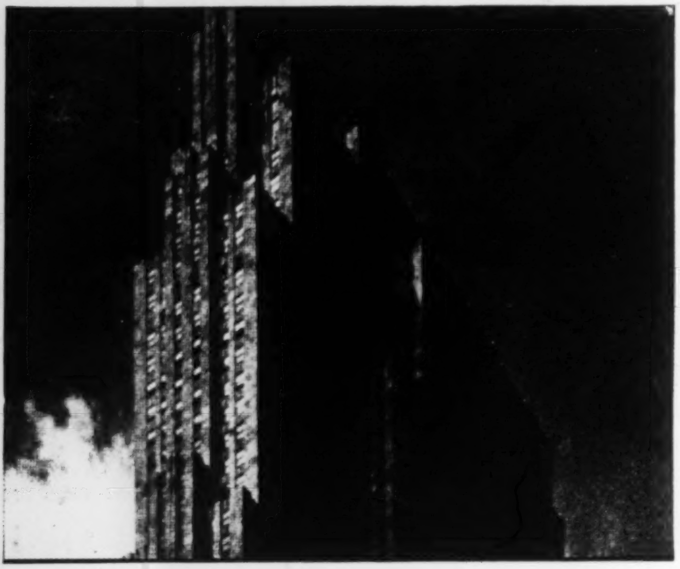
LARGEST RADIO CHAIN

. . . . . adds another major link

At the stroke of midnight on September 28, 1935, "This is the Columbia Broadcasting System" will ring out across Michigan from the towering 735-foot single mast of WJR. When it joins Columbia, the "Goodwill Station" will not merely be the only cleared channel station in Michigan, but will offer greater power and coverage in America's fourth largest market than all other Michigan stations combined. The bigger the advertiser, the more markets in which he seeks dominance, the more reason for using Columbia facilities, for Columbia offers nearly 50% more stations than any other radio chain. The swing to the world's largest radio network has been so emphatic that more of the 100 largest advertisers broadcast on Columbia than over any other chain. Columbia not only broke all records in radio history with its dollar-volume of business during the last quarter of 1934, but immediately proceeded to eclipse this new record with an even greater volume in the quarter which has just been completed in 1935.

THE COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue, New York City · 410 North Michigan Avenue, Chicago, Ill.

ANTON BRUEHL



Hold Everything!

Something New in
Program Service
is Coming Soon!

NBC has a name for it

Watch for the Announcement

FCC to Hear Plans for Cooperation In Developing Educational Broadcasts

TO SETTLE the problem of educational broadcasting through cooperation between broadcasters and educational, religious and other institutions rather than by possible legislation a national conference convenes before the Broadcast Division of the FCC May 15, destined to remain in session possibly a week to hear a wide variety of proposals.

Called pursuant to the pledge of the FCC in its report to Congress last January, the conference has before it only the issue of methods of working out a cooperative plan to present more effectively and harmoniously the programs that fall into the educational, cultural and religious categories. The conference will be a sequel to that held last Fall when the FCC threw open its doors to hear testimony in connection with the proposal that Congress allocate fixed percentages of facilities to such nonprofit organizations for this character of program. It was following these far-reaching hearings that the FCC recommended against class-allocations and urged solution around the conference table.

Test Laboratory

WHILE the Broadcast Division has not made public any definite agenda, it is assumed that it will limit its consideration to plans for cooperative solution, rather than for class allocations, since that issue definitely was disposed of in the report to Congress. However, there is the likelihood that many radical plans will be thrown into the conference hopper.

From the standpoint of the broadcasting industry the issue is regarded as clear cut. It is likely that the industry, through the NAB, again will pledge its willingness to cooperate with any representative group as it has in the past, but with particular emphasis on production of programs that are air-worthy rather than the academic type that scare off the audience with the motive of cramming education down the public's throat without taking into account radio's peculiar technique.

One of the plans will be that worked out by Allen Miller, director of radio for the University of Chicago, to set up a testing laboratory in that city through cooperation of four universities and four stations. Should his broad cooperative plan, covered in previous issues of BROADCASTING, be accepted and prove successful, it then would be applied in other regions. Discussions also have been held in connection with an endowment to underwrite this experiment.

From the Joy Elmer Morgan-controlled National Committee on Education by Radio, the organization which had devoted itself almost exclusively to an attack upon commercial broadcasting, it is entirely likely that a plan for a government network will be forthcoming. A project involving this was considered at a meeting of this crusading committee in Washington on March 25. Briefly, it proposed in its original form that facilities be wrested from commercial stations sufficient to set up a national chain paralleling the existing networks. This alone would disrupt the existing broadcasting structure.

Taxes on Radio Sets

AFTER procuring government funds for the initial construction, the plan contemplated taxes on new receiving sets and supplies and replacements, following the so-called European plan, to defray the operating overhead. As an alternative, it suggested licensee fees on commercial stations as compensation for the franchises they procured from the government. This plan was to have been the spearhead of the Morgan attack but its premature disclosure by BROADCASTING may have forced its alteration or abandonment.

Approximately 100 requests to be heard have been filed with the FCC. The hearings will be before Chairman Anning S. Prall, of the FCC, who is a member of the broadcast division, with E. O. Sykes, chairman of the Broadcast Division and Norman S. Case, vice chairman. The NAB will present the case for the broadcasting industry through J. Truman Ward, president, or Philip G. Loucks, managing director, while about 50 individual stations, through counsel, have filed appearances.

Among the stations listed are WFIL, KGW, WTMJ, KTSA, KNOW, KTAT, WACO, KOMA, KGKO, WBAP, WFAA, KFWB, KSL, WFBL, WDGY, WWAE, WMEX, KMBC, WHO, WVFW, WLWL, KOIN, WOW, WBBR, WHK, WBEN, WLBL, WHOM, WBBM, WSMB, WIRE, WFBR, WMAS, and WXYZ.

Radio organizations, aside from the NAB, are listed as Yankee Network, Knickerbocker Broadcasting Co., Hearst Radio Inc.

Educational Groups

IN THE educational field, organizations listed as desiring to appear include: National Committee on Education by Radio; Smithsonian Institution; Ohio Radio Education Association; American Association for Adult Education; National Advisory Council on Radio in Education; Carnegie Institution of Washington; Department of Education of Massachusetts; University of Chicago; American Vocational Association, Inc., and National Education Association. Schools having radio stations include Kansas State College; St. Olaf College; Cornell; University of Wisconsin; Ohio State; University of Minnesota and University of Florida. Also the U. S. Office of Education, Interior Department.

Individuals include former Senator Clarence C. Dill, of Washington, Alice Kieth, of Washington, and James Rost, of Knoxville, Tenn.

In the general field, those which have filed appearances include National Institute of Public Affairs; American Red Cross; American Civil Liberties Union; Rochester (Pa.) *Daily Times*; Brooklyn *Daily Eagle;* Chicago Civic Broadcast Bureau; American Medical Association; International Radio Program Magazine, and International News Service.

WMCA

" NEW YORK'S OWN STATION "

WIP

" PHILADELPHIA'S PIONEER VOICE "

KEEN radio directors of America's foremost advertising agencies are acclaiming the new 2 station hook-up between WMCA in New York and WIP in Philadelphia.

Thru an "Inter-City Presentation" they can cover the 2 biggest markets of the East with only one program to plan and direct.

Their clients get a break too because there is only one program expense. And the time charge on the two stations combined is less than on a single super-power station!

No charge for line connections.

KNICKERBOCKER BROADCASTING CO.
WMCA BUILDING • 1697 Broadway • NEW YORK
DONALD FLAMM, *Pres.* BERTRAM LEBHAR, Jr., *Dir. of Sales*

PENNSYLVANIA BROADCASTING CO.
35 South Ninth Street • PHILADELPHIA
BENEDICT GIMBEL, Jr., *Pres.* ALBERT A. CORMIER, *Gen. Mgr.*

JOHN BLAIR & COMPANY
CHICAGO: 520 North Michigan Avenue • DETROIT: New Center Building • SAN FRANCISCO: 485 California Street

WHY adve
WBS stat

WORLD

WORLD PROGRAM SERVICE

WIDE RANGE

SUPERB PROGRAM QUALITY

THE CALL letters and locations of stations affiliated with World Program Service are being brought to the attention of many national advertisers nowadays.

These advertisers (more every day, the idea is taking hold at a really surprising rate!) have discovered that the most economical way to build a first class program with top notch material is from the library of World Program Service. When special announcements are woven around these numbers the advertiser has a program exclusive for his use, focussed on his product. And he has a talent vehicle as fine as anything radio has to offer.

What stations to use as outlets for these programs? The stations *must* be properly equipped to put wide-range, vertical recordings on the air. So at this point World Broadcasting System calls attention to the fact that there are 110 stations affiliated with World Program Service where the most up-to-date equipment is in daily use! The fact is emphasized that the equipment of World Program Service affiliated stations was designed by Bell Laboratories for the sole purpose of broadcasting these newest types of recordings. This means results will be *uniform* in every territory. Moreover the personnel of affiliated stations is experienced in the use of this equipment.

When these facts are pointed out, World affiliated stations are given first consideration by these national advertisers.

Here are some of the results:

One of the best known motor cars in the United States is being advertised, starting this month, over practically all World affiliated stations in every part of the country with a series of THIRTY-NINE 15 minute programs from World Program Service library.

Recently the manufacturer of a well-known household product broadcast over SIXTY-FIVE

Complete in Every Detail

World Program Service supplies everything needed for flexible and economical broadcasting. This includes continuities prepared by expert radio showmen; a cross reference catalogue by which any combination of numbers can be put together without delay; a filing cabinet giving instant access to the vast variety of numbers in World Program Service Library, and vertical pick-up equipment matched with the recording equipment developed by Bell Laboratories.

WORLD

Other offices at: 400
SOUND STUDIOS

vertisers are using
tions . . .

One of the reasons why national advertisers are turning to stations affiliated with World Program Service is that these stations have equipment which insures absolute fidelity and uniformity in every corner of the United States. Photograph shows part of this equipment (the pick-up) installed at station WOR, New York.

•

ations for 20 weeks with rograms shipped from World tudios to affiliated stations.

A manufacturer of a drug product that is a ousehold word has just completed a highly uccessful campaign of four broadcasts per week r thirteen weeks over FIFTY-TWO stations.

Others are now in preparation for use of time, ver few or many stations. Among these is a andy manufacturer of national stature; a houseold remedy manufacturer equally well known; garden fertilizer sponsor; a maker of wellnown paint. And more are turning up every eek! (Names of these advertisers will be supplied on request from authentic sources.)

ROADCASTING SYSTEM INC.

0 WEST 57TH STREET, NEW YORK, N. Y.

Madison St., Chicago, Ill.; 555 S. Flower St., Los Angeles, Cal.; 274 Branan St., San Francisco, Cal.
EW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING
PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1935, by Broadcasting Publications, Inc.
EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

The RADIO BOOK SHELF

RADIO is helping men to reclaim their musical birthright, says Peter W. Dykema, professor of music education at Teachers College, Columbia University in a new brochure *Men and Radio Music*, just published by the Radio Institute of the Audible Arts, founded by Philco Radio & Television Corp., Philadelphia.

THE MAY issue of *Market Research* was devoted to radio, with articles written by Herman S. Hettinger, Dr. Daniel Starch, E. P. H. James, Archibald M. Crossley, Eddie Cantor, Paul W. Kesten, Noran E. Kertsa, Marion K. Nolan and Gerald W. Tasker. Many of the articles dealt with methods of surveying audience coverage.

The CBS Precedent

IN THE belief that network broadcasting has reached the point where sponsors can be chosen, CBS has adopted revolutionary policies that make radio history. While the action is drastic — much more so than any one in the industry would have believed possible at this time—President Paley of CBS believes it will pay dividends in the long run. In one sweep, it appears, he has closed the door to perhaps $2,500,000 in revenue.

The restrictions on commercial credits, when analyzed, should not prove detrimental either to advertiser or network. Most of the program sponsors, who have taken the trouble to check, have found that long-winded blurbs react unfavorably and the vast majority of the network programs along with national spot, are well under the CBS limitations. Again it is a case of placing on the books something that will block the injudicious minorities.

Much more severe are the CBS pronunciamentos as to medical and children's programs. The networks naturally must take the leadership in such program reforms. In the case of laxative accounts, both of the networks some time ago served notice that such accounts would be dropped gradually. Now CBS goes one better and excludes depilatories, deodorants and other advertising which naturally appears in bad taste.

As for children's programs, the CBS edict also is revolutionary. It states that "blood and thunder" features which arouse the child's imagination should be excluded. This is its answer to the criticism lately heard of such features.

It is our view that CBS has acted wisely. It has done so because it feels that it can afford to adopt such a drastic policy without jeopardizing its economic structure. Gradually, all stations may find in the CBS declarations of policy a pattern which they can follow and thereby place broadcasting as an industry head and shoulders above any other advertising medium for integrity and quality of service.

Loucks—A Tribute

BECAUSE he considers his job finished, Phil Loucks is leaving the NAB after nearly five years of stewardship. Those years were as full of activity, adventure and tribulation as ever were experienced by any man in any industry.

When Phil took over the managing directorship of the NAB, a stripling lawyer of 30, it was a trade association in name only. It had about 40 paying members and its books were one big red ink smudge. Its record of achievement was practically nil.

Today the NAB has nearly 400 members. It is one of the strongest trade associations in Washington. The record shows that not a solitary piece of legislation objected to in behalf of the NAB has become law. It has led the way in a hundred pursuits to stabilize broadcasting as a business.

All these, and more, stand as monuments to Phil Loucks. For the NAB has revolved about this genial, aggressive, persevering young fellow. NAB presidents have come and gone, but Loucks sort of runs on forever. Not only broadcasters, but advertisers, agencies and the multitude of others with whom he dealt held him in high esteem and had boundless confidence in his ability. Even his adversaries, and in radio they are legion, regarded him with respect.

We have not always agreed with NAB policies during the Loucks tenure. We have criticized when we felt it necessary. But we have never doubted the integrity of the man Loucks. It will be difficult to fill those big shoes. Whoever is selected will be doing his job well if he but follows the course charted by his predecessor.

And to Phil Loucks we say: "It was a grand job. God speed."

The License Menace

WHERE else can one find a major industry, such as broadcasting with its investment of a hundred million dollars, that survives practically on a month-to-month basis, and then is accountable to a Governmental agency for its continued existence? How can such an industry acquire the stability and self-reliance it should have?

Those are the thoughts that naturally come to mind after reading the views expressed by David Lawrence, internationally prominent journalist, which are reported elsewhere in this issue. Mr. Lawrence strikes at the very heart of the broadcasting problem when he places all the responsibility for the existing situation upon the six-month license. He advocates the issuance of licenses for the full period allowed in the law — that is, for three years. In this he is but taking up the fight that broadcasters themselves have been waging, perhaps not vigorously enough, for nearly a decade.

With many of Mr. Lawrence's deductions and conclusions on the political complexion or domination of radio we do not agree. As a matter of fact, we disagree with him most violently with regard to his allegations of administration "intimidation" of broadcasters. But with his basic argument that a three-year license would end most of the perils that beset radio, and with his recommendation that the press should cooperate in this campaign, we agree wholeheartedly.

Re Television

TELEVISION is bouncing about in the headlines again, but for appropriate reason this time. RCA is going to spend a million within the next year or so to take this visual radio infant out of the confines of the laboratory and expose it to the sunshine of practical operation, to see how it behaves.

It is well that RCA makes clear that it has no idea whatever about television being practical, and it isn't trying to delude anyone into that belief. Yet, on the other side of the Atlantic they have been raising a rumpus about the public presentation of television—television which, because of its primitive nature, was obsolete in this country five years ago. We have heard anti-radio agitators here point to the English and German activity as proof of their contention that progress was being suppressed in this country under our private system. Indirectly, they have advocated action by Uncle Sam.

Much good should come from the RCA move. Other laboratory experimenters can be expected to follow suit. Unquestionably these test operations will hasten development of visual radio but how soon or when it will become a practical entertainment medium operating alongside radio no one will make so bold as to predict. As another means of radio service, television logically will perform at its best in the hands of broadcasters.

Europe is alive to television. They held a secret conference there on it as reported elsewhere in this issue, with the movie people doing their utmost to elbow in, for they have designs on this radio-movie embryo. The same condition is evident in this country, beneath the surface. We may be a little premature, but there's a lot of merit in that slogan "an eye to the future and an ear to the ground."

We Pay Our Respects To—

HENRY CLAY KLEIN

THE ORTHODOX biographical data of Henry Clay Klein: That he was born in Muncie, Ind., Nov. 9, 1899; that his formal education was begun in the Muncie grade school, continued at Virginia's famous Staunton Military Academy, and topped off with a year at Northwestern; that he began his advertising career with the Charles Touzalin Agency in Chicago—these vital statistics need not concern us here.

More pertinent to this radio biography are the facts that young Klein was named for one of the greatest orators of history; that a large part of his early life was spent doing odd jobs around the local theatres in order to see every show that came to town; and that his boyhood ambition, never completely outgrown, was to be a circus barker. Now he is radio director of Charles Daniel Frey Co., Chicago agency.

The real beginning of this story is in 1930, when Henry Klein joined the J. Walter Thompson Co. as a radio cub and began writing commercials for some of their radio accounts. For the first time in his life he really felt at home, for the words that came from his typewriter were now being carried into thousands of homes, spoken by soft-voiced announcers whose cultured tones reached an audience beyond the range of a thousand of the roaring barkers of Henry's youth.

Henry Klein took to radio like Weismueller to water and before long he was writing continuities as well as commercials and then creating and building entire radio campaigns with such success that in 1933 CBS made him continuity director of its western division. This, says Klein, was a real step upwards, as his new office was on the ninth floor of the Wrigley Building, two stories above the agency's quarters.

During his three years with J. Walter Thompson, Klein's work included writing the commercials for Paul Whiteman's *Music Hall* broadcasts for Kraft-Phenix Cheese; writing appropriate commercials and building programs around Angelo Patri's talks for Cream of Wheat and writing both scripts and commercials for the same sponsor's *Jolly Bill and Jane* series; building dignified institutional programs for the Northern Trust Co. and homey dialect ones (*Uncle Ezra*) for the Mathieson Alkali Co. One of his last, and best, efforts at the agency was the *Lone Wolf Tribe* series for Wrigley's gum which included a juvenile organization complete with Klein-constructed Indian rituals that so captivated young America that even now, two years after the final broadcast, the sponsor is still getting letters from children about the broadcasts.

At CBS, Klein continued to create and write commercial shows for clients, and began building sustaining programs for Columbia artists that would most effectively display their talents to potential sponsors. But the work he enjoyed most at the network was conceiving and producing *Public Events and Special Features.* Typical of these were *Chicago Aflame*, a radio presentation of the dramatic terror of Chicago's great fire with specially written symphonic music forming a vibrant background for the actors' voices, and *The Romance of the Wheat Pit*, which called for pickups from a half-dozen vantage points in Chicago's Board of Trade.

Probably the most effective of these public service broadcasts is the current safety campaign broadcast five mornings each week directly from the traffic court of Judge Gutknecht as an object lesson in the dangers of reckless driving.

Most dramatic, at least in its building, was the *Life and Death of John Dillinger* broadcast over a coast-to-coast hookup less than ten hours after America's Public Enemy No. 1 had met his death at the hands of government agents. Here's how it was done:

At 10:40 Sunday evening, July 22, 1934, Dillinger was killed. At 11:30 a wire from CBS, New York, requested the program for 8 o'clock the next morning. At 1 a. m. Klein had made his notes and was starting to write. At 3 the first draft was done and the cast summoned from their beds. At 6 rehearsals were started. At 7:48 Klein pulled the last sheet of script from his typewriter. And at 8 the program went on the air.

Some radio executives pay most of their attention to talent, others to stations or time of day. Klein's particular fetish is continuity. If the continuity is right, he believes, the program is almost sure to be a success. And just to prove that he practices what he preaches, he unblushingly admits that the CBS announcers who so vividly described the opening and closing of Chicago's Century of Progress did not ad lib a single line, but worked entirely from scripts Klein had prepared for them well in advance.

After two years with CBS Henry Klein has just returned to the agency field as director of radio for the Charles Daniel Frey Co. where he will devote less of his time to writing programs and more to supervising and directing them. But it is a safe bet that he'll always have at least one continuity on the fire.

Although Class A bridge is one of his many accomplishments, Klein's only real interest outside of radio is at home, where great plans are under way for the boy that Henry and his wife adopted last winter from Evanston's cradle. "Maybe," he says, with a sigh, "*he* will have that circus career that I missed out on."

PERSONAL NOTES

IN RECOGNITION of outstanding achievement in their lines, the Penn Athletic Club of Philadelphia has awarded gold medals to M. H. Aylesworth, NBC, for broadcasting achievements; David Sarnoff, RCA, for international communications; Ed Wynn for amusement; Owden D. Young, General Electric Co., for contributions to industry.

STUART L. BAILEY, partner in the firm of Jansky & Bailey, Washington consulting radio engineers, was married May 1 to Miss Carol Richey, of Evansville, Ind., and Washington. They sailed May 2 for Panama, to be gone about a month.

WALTER NEFF, sales manager of WOR, Newark, addressed the Sales Executives Club of New York May 6.

JAMES W. BALDWIN, executive officer of the Code Authority, left Washington May 2 for Columbus to investigate matters incident to code affairs involving stations in that city.

GUY EARLE Jr., president of Western Broadcast Co., Hollywood (KNX), broke two ribs May 1 in a fall at his brother's ranch in San Fernando valley.

BURRIDGE D. BUTLER, president of WLS, Chicago, has returned from a vacation spent on his Arizona ranch.

FRED WAGENVOORD, salesman of WJIM, Lansing, Mich., is the father of a boy born in April.

GEORGE ENGLES, NBC vice president and managing director of NBC Artists Service left for Hollywood early in May to open a new branch of NBC Artists Service, and to start several radio artists on screen careers.

EDWARD K. CARGILL, president of WMAZ, Macon, Ga., has been touring Western states.

KITTIE M. BENEDICT has joined the sales staff of KFAC-KFVD, Los Angeles.

LOUIS G. CALDWELL, former general counsel of the Radio Commission, and Washington radio attorney, has been elected president of the Inquirendo, an organization of Washington professional men.

WILLIAM V. WHITTINGTON, of the treaty division of the State Department, has been named secretary to Commissioner Stewart, FCC telegraph division chairman.

LAWRENCE LOWMAN, CBS vice-president, is touring Europe, having arrived in London April 30. E. K. Cohan, CBS technical director, will leave late this month for a European trip.

HARRY ANDERSON, NBC Western Division general sales manager, San Francisco, has returned to his desk after being confined to his home several weeks through illness.

JAMES D. SHOUSE, Chicago CBS salesman, on April 30 addressed Northwestern University's class in the writing of radio commercials on the subject of Radio Coverage.

RALPH S. DORSETT, of the commercial staff of KNOW, Austin, Tex., has been named grand vice president of Alpha Delta Sigma, honorary advertising fraternity.

AL TRIGGS, former commercial and program manager of KSO, Des Moines, has been named assistant manager of WJTL, Atlanta.

CHARLES W. VANDERBURG, San Diego newspaperman, has been named radio director for the California Pacific International Exposition, opening May 29 in San Diego.

ANDREW W. TALLEY, eight years in radio and advertising, has been named agency contact man of WINS, New York.

WALTER B. EMERY, director of forensics, University of Oklahoma, has obtained a leave of absence for the summer to act as secretary to Commissioner Paul Walker, chairman of the FCC telephone division, succeeding John J. Hassler, recently named executive assistant to the assistant engineer in charge of telephones. Mr. Emery is director of WNAD, the university's station.

ETHEL DANCE, program censor, KYA, San Francisco, was married to W. W. Cartee, San Francisco business man, on Easter Sunday.

JAMES FONDA, in charge of the sales department service bureau of KHJ, Los Angeles, has been named national advertising manager of the station, a new post. William Forbes, formerly manager of the Los Angeles studios of KMPC, Beverly Hills, has joined the KHJ sales force.

BEHIND THE MICROPHONE

JAMES S. ALDERMAN, chief announcer of WCKY, Cincinnati, is the father of a boy born recently.

JOHN L. CLARK, formerly with KYW, and WBZ-WBZA, has been named continuity editor of KMOX, St. Louis.

HAROLD E. BEAN, former KYW announcer, is replacing Norman Ross at NBC, Chicago, while Ross is on a month's leave of absence to handle the May amateur shows of the Boston Store.

FRANKLIN BINGHAM, of Washington Court House, O., has been appointed to the announcing staff of WKRC, Cincinnati.

BOB GREEN has been promoted from continuity to program director of KOMA, Oklahoma City; Bernard Macy promoted from chief announcer to studio director; Weymond Ramsey of Little Rock, and Ervin Bingham, from WNAD, Norman, Okla., added to the announcing staff; Maxine Wright transferred from continuity to commercial department.

WYNN ORR, production man at WLS, Chicago, and Angeline Hearick, radio actress, are to be married June 1.

ROBERT GILL, of the dramatic staff of WCAE, Pittsburgh, is doubling as an announcer.

CECIL HOLMAN, in charge of specialty productions at W9XBY, Kansas City, is doing an announcing shift.

RICHARD WARE, formerly of KVOO, Tulsa, has joined the announcing staff of WJIM, Lansing, Mich.

BOB BROWN, formerly in continuity for NBC on the West Coast, has joined KOIL, Omaha, as script writer and news editor.

GEORGE BOWE, formerly announcer at WICC, Bridgeport, Conn., has joined the staff of WTIC, Hartford. Robert Parker, of Bridgeport, has taken his place.

JEANNINE MACY, 19-year-old blues singer, and Tom Richley, xylophonist, both of WLW, Cincinnati, were married May 4.

JOHN HUGHES, announcer at KMTR, Hollywood, is the father of a boy born late in April.

VERNE E. SAWYER has been promoted to chief announcer of KGVO, Missoula, Mont.

JAMES RICH has been named director of the musical bureau of WNEW, Newark.

Prizes for Errors

COMMERCIAL announcements containing errors are featured on the *Comedy of Error* program thrice-weekly on WNEW, Newark. Prizes are awarded to listeners sending in a correct list of mistakes on sponsor's announcements.

PAULINE CARRIGER, formerly traffic manager of KFRC, San Francisco, resigned May 1. Her successor is Cleise Boyce, new to radio.

FRANK BLACK, NBC general musical director, will be awarded the degree of Doctor of Music May 27 by Missouri Valley College for outstanding accomplishments in the field of American music.

MRS. JENNIE K. ZWICK, civic worker, has joined the staff of WGAR, Cleveland, bringing with her the sponsored *Guide to Happiness* program.

PHILLIPS H. LORD (Seth Parker) arrived in Los Angeles May 3 on the SS *Lurine* from Honolulu.

BILL KUSER, for three years announcer at KFRC, San Francisco, on May 1 was transferred to the Don Lee network station KHJ, Los Angeles, in the same capacity, succeeding Robert Sherwood, resigned. Jay Sims succeeded Kuser at KFRC. Sims was formerly on the announcing staff of KJBS, San Francisco. Prior to that he was continuity writer and announcer at KGMB, Honolulu.

JOHN L. CLARK, general manager of WLW, Cincinnati, went to Chicago recently on a quest for new talent as part of the station's plan to enlarge its full-time artists staff. A trip to the New York talent market also is contemplated. The audition committee includes Don Becker, assistant general manager; Bob Nolan, Arthur Chandler Jr., and David Conlon, engineer.

RODERICK MAYS, announcer, KYA, San Francisco, has been appointed producer of dramatics.

ARTHUR AINSWORTH, of WCKY, Cincinnati, has been named winner of the announcer's popularity contest conducted by *Radio Dial*, Cincinnati radio news and program weekly. He received 8,123 of a total of 19,599 ballots and was awarded a trip to New York.

IN THE CONTROL ROOM

BEN ADLER, manager of the Atlanta district office of RCA Manufacturing Co., in charge of transmitter sales, has been named manager of power tube sales at RCA headquarters in Camden. D. A. Reesor, formerly of the Chicago office, has taken over the Atlanta vacancy.

A. S. CLARKE, in charge of the broadcast division of the Radio Research Co., Washington, has returned from a 14,000 mile trip through the South and Southwest in the company's field car, during which time he performed engineering services or surveys for nearly a score of stations. He began his trip Dec. 26, and reported that there has been "marked improvement" in the technical qualifications of stations, attributed largely to improved business together with a realization of the importance of high quality transmission. Among the stations served were WSFA, WFLA, WDBO, WDAE, WQAM, WIOD, WROL, WREC, KRLD, WFAA, WOAI, KABC, KONO, KPRC, KTRH, KXYZ, WBIG and WLVA.

WALLY SCHROEDER, Chicago CBS master control operator, has been awarded a winning certificate in the short-wave contest conducted by Wireless Institute of Australia, for sending the clearest of any "ham" signals in the United States. His transmitter uses 1,000 watts input to the final stage and is crystal controlled.

HOWARD S. FRAZIER, for many years chief engineer of WPEN, WRAX, WFAB and WTNJ, is now devoting his entire attention to the consulting practice. Offices are at the Hotel Pennsylvania, Philadelphia.

H. COLE TALMADGE has resigned as technical supervisor of WIBG, Glenside, Pa.

ARTHUR H. CHANDLER, chief engineer of CJOR, Vancouver, and R. L. Hope, engineer in charge of 7HO, Hobart, Tasmania, were early May visitors in Los Angeles.

MEYER FRIEBERG, audio amplifier specialist recently with Universal studios, Burbank, Cal., has joined the technical staff of WJJD, Chicago.

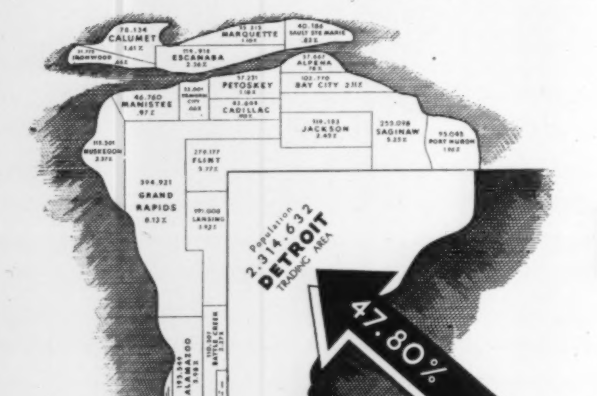
TED KENNEY, supervisor of KDKA, Pittsburgh, is the father of a boy born recently.

ARTHUR MOORE, formerly chief engineer of WBIG, Greensboro, N. C., has joined WMCA, New York.

Engineers Speed Plans To Extend High-fidelity

MEANS of expediting technical steps to bring into operation a larger proportion of "high-fidelity" broadcasting stations were discussed May 1 at the joint meeting in New York of the NAB Engineering Committee, IRE broadcast committee and RMA Engineering Committee. The discussion dealt almost entirely with high-fidelity standards proposed by the FCC Engineering Department, and Andrew D. Ring, assistant chief engineer, elaborated on the FCC views in this regard.

NAB committee members attending the meeting included J. A. Chambers, WLW, chairman; E. K. Cohan, CBS; H. A Chinn, CBS; J. H. DeWitt, WSM; John E. Fetzer, WKZO; Edward L. Gove, WHK; C. W. Horn, NBC; John V. L. Hogan, New York consulting engineer, and J. C. McNary, technical director, NAB.



Map shows relative population of Detroit area and rest of Michigan

Detroit Dominates Michigan

WWJ is First in Detroit Listener Interest

47% of Michigan's population, and 60% of its wealth is concentrated in the Detroit area.

WWJ has been the favorite radio station in this area from the day it pioneered broadcasting in America. Some of the reasons follow:

No fine national network program is ever cancelled to make room for local commercials.

Several local programs originated by WWJ have a practical monopoly of listener interest while they're on.

Rigid censorship of continuity and type of program prevails. Detroit people know that WWJ is fit for every member of the family to hear at all times.

National Representatives

JOHN BLAIR & COMPANY

New York Chicago San Francisco Los Angeles

EQUIPMENT

HIGH-FIDELITY equipment has been installed on WBT, Charlotte, N. C., under the direction of J. J. Beloungy, chief engineer, with reception showing marked improvement.

EASTERN district offices of the RCA Mfg. Co., transmitter sales section have been removed to the RKO Building, 1270 Sixth Ave., Radio City. Ted A. Smith is manager.

THE ENTIRE plant of KSTP, St. Paul, has been brought up to high-fidelity standards, according to Lynne C. Smeby, technical supervisor. Advantages of high fidelity were shown in a special program during which filters were cut in to show listeners the limits in reproduction of their receivers.

FIVE-KILOWATT Western Electric high-fidelity equipment is being installed in KHJ, Los Angeles, and KFRC, San Francisco, by Harold G. Peery, chief engineer of Don Lee Broadcasting System Inc.

NEW EQUIPMENT of Lifetime Corp., Toledo, makers of Lifetime microphones, is described in literature recently out by the company. Included are a tri-unit condenser microphone with two-stage preamplifier which the makers declare has broad range, nondirectional pickup and is equally efficient for widespread and spot pickup. For portable and mobile transmitters and similar purposes, the company makes a trans-receiver hand set mounted in french phone design.

INSTALLATION of new RCA amplifying equipment under the direction of Charles Quentin and Don Kassner, heads of the technical staff of WMT, Waterloo, Iowa, and a new 412-foot vertical radiator, has been completed. A special program was broadcast in April when the newly-equipped studios were opened.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in May began production of a full frequency pickup for playback of all types of discs.

CELLAPHILM, a cellophane stock for sound-on-film which carries six sound tracks side-by-side, is announced by Freeman Lang, Hollywood transcription producer. The striations are impregnated throughout the film and can be repolished when scratched without loss of definition, it is claimed. Cost of recording are said to be considerably under this system. Machines for reproducing Cellaphilm are being made on a production basis, according to Mr. Lang.

CORNELL-DUBILIER Corp., New York, announces a new line of porcelain encased mica transmitting condensers designed for amateur, police and small broadcast transmitters. The line includes 13 sizes from .00005 mf. to .1 mf. in voltage ratings from 2000 to 12,5000. The elements are hermetically sealed and the power factor is said to be extremely low.

WJTL, Atlanta, has erected a Beveridge antenna 1400 feet long under the supervision of W. J. Holey, consulting engineer to pickup programs from WLW, WHAS, WSM and WLS for rebroadcasts. It is similar to the institution at WKEU, Griffin, Ga., having four receivers peaked to the four stations whose programs are rebroadcast. It is operated from the Atlanta studios.

LEADING internationalists speaking from five nations were heard on an NBC network May 3 in an appeal for world peace, celebrating the 20th anniversary of the Women's International League for Peace and Freedom.

AMPERITE PRE-AMPLIFIER—The new model APP of Amperite Corp., is described as unaffected by weather, offering naturalness and low feedback under AC operation.

Disc Merchandising

A SEPARATE disc containing a sales talk and analysis of program and structure and merchandising plans now is provided with each series sold by R. U. McIntosh & Associates, Los Angeles transcription producers. It is for use of agencies and sponsors and is designed to insure a uniform sales message with the program whether offered for sale by a station or agency.

CBS Moves Its Offices On West Coast as NBC Studies Hollywood Plans

WEST COAST headquarters of CBS have been moved from the KHJ building, Los Angeles, to 811 W. 7th St., to operate as a separate unit and the summer is expected to bring completion of new NBC Hollywood quarters.

The new Los Angeles office of CBS is in charge of Arthur Snyder, with Paul Rickenbacher as production manager. Mr. Snyder came from the New York office and Mr. Rickenbacher is a former program manager of KHJ. Raymond Paige, who recently resigned as music head of KHJ and the Don Lee chain, directs that department. Activities will be along program lines only. CBS has taken facilities of Figueroa Playhouse, Los Angeles, for programs originating in that city. These include the *Bing Crosby, Hollywood Hotel, Burns & Allen and Will Rogers* broadcasts.

NBC's Hollywood studio problem will be decided late this month, according to Don Gilman, vice president and coast manager. Formal announcement of plans awaits legal formalities and blueprints already have been drawn for renovation of an existing building. Three sites are being considered now, with the most likely prospect regarded as the building once used by Consolidated Film Laboratories.

Syracuse Store on Air

AFTER two months on the air, Moskins, Syracuse, N. Y., clothiers, finds its WFBL series far ahead of expectations. A 15-minute Sunday afternoon spot is used, with a movie gossip continuity. Pairs of movie tickets are given ten names picked at random each week. A trailer on the screens at two theatres helps merchandise the program. Roy Furniture Co., Syracuse, is continuing through the summer on WFBL for the first time in four years of radio advertising. Three 15-minute programs weekly are used.

SELL OHIO'S MIAMI VALLEY at the Lowest Cost Per Listener

It is a fundamental law in radio that the nearest station with the strongest signal and the best programs attracts the dominant listening audience.

With five times more power than any other station in Dayton, WHIO is the most powerful broadcasting medium in the Miami Valley. 1,118,501 potential listeners are in the primary zone.

As a member of the basic NBC red network, WHIO presents nationally known stars in nationally liked programs.

Exclusive local broadcasts, as the Traffic Court, Dayton Philharmonic Orchestra, 500-Voice Chorus, Southern Ohio Spelling Bee, and other features, have attracted widespread interest. A recent telephone survey by The Geyer Company showed 66% of the interviewed listeners tuned to WHIO. "You're in Good Company on WHIO" is more than a slogan — it's a fact.

Affiliation with *The Dayton Daily News, Springfield News and Sun*, assures ample program publicity.

WHIO can help you sell the Miami Valley at the lowest cost per listener.

Write today for program and market data.

WHIO

DAYTON DAILY NEWS WHIO DAYTON OHIO

BASIC NBC RED NETWORK

THE MIAMI VALLEY BROADCASTING CORP.
39 South Ludlow St., Dayton, Ohio
J. M. Cox, Jr., *President* J. L. Reinsch, *Commercial Mgr.*

Philco Cruisers

WILLIAM C. GITTINGER, sales manager of CBS, will address the fifth annual distributors' cruise of Philco Radio & Television Corp., during the May 18-26 voyage to Jamaica on the chartered *Monarch of Bermuda* of the Furness Line. Other speakers will be John T. Madden, dean of the school of commerce of New York University and president of Alexander Hamilton Institute; Tom Beck, president of Crowell Publishing Co.; Dr. James Francis Cooke, president of Presser Foundation and editor of *Etude;* Curtis Wessel, editor of *Radio Weekly.* Regional dealer cruises on Great Lakes boats also are being planned by Philco.

WBNX

MARKS THE SPOT

BROADCASTING CENTER

Ask any German, Italian or other foreign-speaking person of the several millions living in New York what station they prefer and you will find that WBNX heads the list because its broadcasts "speak" all of their languages.

WBNX • New York

Broadcast Income for March Soars to Record High Level

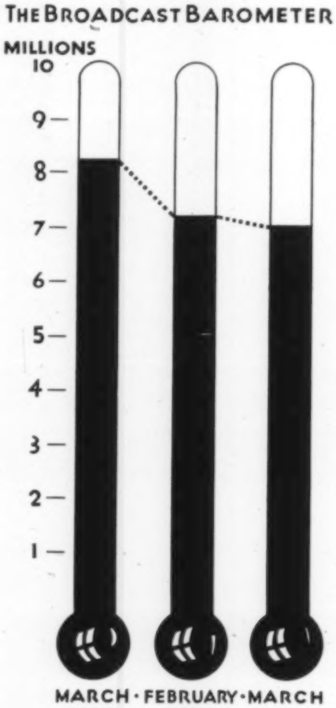
Gross of $8,287,740 Is Recorded During the Month; Quarterly Receipts Show Advance of 19.6%

CONTINUING its growth of recent months, broadcast advertising in March reached the highest figure in the history of the medium. Gross time sales during the month amounted to $8,287,740 and represented a gain of 18% over March of the preceding year, according to data compiled by the National Association of Broadcasters.

National network advertising exceeded the March, 1934 figure by 23% while regional network volume rose 16.1%. Local broadcast advertising experienced a gain of 25.7% as compared with the corresponding month of last year. This is particularly encouraging since this portion of the medium lagged materially during the fall and early winter, showing improvement only during the last several months. National non-network advertising was 2.5% below the level of last March.

Gross time sales for various portions of the medium during March are found in the following table:

	March	*February*
National networks	$4,923,245	$4,472,432
Regional networks	77,360	58,023
National non-network	1,470,990	1,334,662
Local	1,816,145	1,340,028
Total	$8,287,740	$7,205,145



Automotive, apparel, and housefurnishings were the principal fields of sponsorship to show marked gains over the same month of last year. National network automotive advertising increased 26%, national non-network volume, 161.3% and local broadcast advertising 80%. Local clothing and apparel advertising, representing the bulk of time sales in this field, rose 64.2%.

All phases of housefurnishing advertising increased over last March. National network volume rose 43.7%, national non-network advertising, 31.7%, and local broadcast advertising, 70%. General retail advertising was 65.2% greater during March than in the same month of last year.

The First Quarter

COMPLETION of the first three months of the current year finds broadcast advertising volume 19.6% greater than during the corresponding quarter of 1934. Total broadcast advertising during the quarter just completed amounted to $22,880,710. On the basis of this showing, and barring business recessions, total volume for the year should reach approximately $85,000,000.

A comparison of broadcast advertising volume during the first quarter of 1934 and 1935, respectively, is found in the following table:

	1935	1934
National networks	$14,107,206	$11,365,157
Regional networks	193,299	175,026
National non-network	4,035,182	3,664,591
Local	4,545,023	3,943,995
Total	$22,880,710	$19,148,769

National network advertising fared best as compared to the same period of the previous year. National network advertising experienced a gain of 23.9% as compared to a rise of 10.4% in regional network volume, an increase of 10.1% in the national non-network field and 13.3% in local broadcast advertising volume.

Compared to the 19.6% gain on the part of broadcast advertising, national magazine volume rose 20.6%, newspaper advertising, 7.8%, and national farm paper advertising, 6%.

Non-network Trends

LOCAL stations experienced the greatest rise in non-network advertising volume as compared to the first quarter of the previous year. Gross time sales of this group increased 22%. Stations in the 250-1,000 watt class rose 5.5% and those of stations over 1,000 watts, 14%. Heaviest gains in non-network volume were registered in the South Atlantic-South Central, and in the Mountain and Pacific areas.

Live talent volume showed marked gains as against the first three months of 1934, while electrical transcription volume fell off materially. National non-network live talent volume rose 25%, and local broadcast programs of this type increased 20.1%.

National transcription volume, on the other hand, dropped 10.7%, while local volume rose to a level but 2% above that of the first quarter of 1934. Announcement volume increased 20.3% in the national non-network field and 7.8% in the local field.

Types of Sponsorship

A MARKED rise in automotive, apparel, housefurnishings, soap and kitchen supply advertising featured the first quarter of 1935. National network automotive advertising increased 43.5% while national non-network and local volume increased slightly during the quarter.

Apparel advertising increased 80% in the network field, doubled in the national non-network field, and rose 54% in the local field.

National network food advertising rose 31.7%, confectionery advertising, 52%, and soap and kitchen supply advertising, 62.8%.

National non-network household equipment advertising rose 47.6% as compared to the first three months of last year, while local advertising increased 57.6%. National network volume in this field rose 13.8%.

Retail advertising during the quarter was 48.5% greater than during the corresponding period of 1934. Principal gains were as follows: clothing stores, 50.1%; household equipment retailers, 35.5%; furniture stores, 86.0%; hardware stores, more than doubled, and department stores, 58.6%.

LEADERS in political and economic life will discuss current problems over an NBC network starting May 30 in a revival of the town meeting under the auspices of the League for Political Education.

1 . . . . MANUFACTURER
2 . . . . DEALER
3 . . . . CONSUMER

WXYZ
(KEY STATION)
DETROIT
WBCM
BAY CITY
WFDF
FLINT
WJIM
LANSING
WIBM
JACKSON
WELL
BATTLE CREEK
WKZO
KALAMAZOO
WOOD
GRAND RAPIDS

What About No. 2

The dealer and his jobber — how many have you in Michigan? How many would you like to have? Are they good credit risks?

TO ALL WHO BUY THE MICHIGAN RADIO NETWORK!

A complete MERCHANDISING SERVICE which secures distributors — jobbers — and dealers . . . actually takes bona fide orders . . . checks credit . . . arranges demonstrations and displays! This is a proven success in the food and drug field, as well as other fields.

MEMBER MUTUAL BROADCASTING SYSTEM
KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN
WM. G. RAMBEAU CO., *Exclusive Representatives*

EASTERN OFFICE:
507 Chanin Building
122 E. 42nd St.,
Earl Bachman, Manager

HOME OFFICES:
TRIBUNE TOWER, CHICAGO, ILLINOIS

WESTERN OFFICE:
Russ Building,
San Francisco, Cal.
Douglas A. Nowell, Manager.

W. M. ELLSWORTH
Radio Talent and Entertainment
Manager of many high class radio artists and acts available for employment.
Scouts talent for stations and advertisers.
Can fill any order—
No charge for services
Suite 1503, Mather Tower, Chicago, Ill.

CBS Limits Sponsor Credits

(Continued from page 23)

In children's programs the announcement lists eight specific themes and dramatic treatments which are not to be permitted in broadcasts for children:

The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.

Disrespect for either parental or other proper authority must not be glorified or encouraged.

Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be presented.

Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of others for personal gain must not be made praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

In making this list public, Mr. Paley stated:

"Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

"Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and location of impressionable youth.

"CBS has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

"We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

"A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertain-

(Continued on page 38)

JOHN CAMERON SWAYZE

"Your Journal-Post Radio News Reporter"

will broadcast hereafter exclusively over

WHB *860 kilocycles*

"Kansas City's Dominant Daytime Station"

●

Hear the latest news bulletins over WHB week-days at

7:20 A.M. 12 O'CLOCK NOON 4:15 P.M.

and whenever momentous events occur during the day!

KANSAS CITY JOURNAL-POST

DON DAVIS, President **JOHN T. SCHILLING**, General Manager

KANSAS CITY'S DOMINANT DAYTIME STATION

Children's Programs On Radio Station WLS

In all this argument about programs for children, WLS finds no problem at all. We understand children, we love them and we consider them accordingly in our children's programs.

WLS never has broadcast children's programs involving "blood and thunder", shootings, kidnapings or any other tense, nerve-straining adventure of that sort. We don't tell such stories to our own children—why should we broadcast them? Our children's programs make boys and girls happy; inspire them to be better. Parents will tell you so, as they have told us.

Likewise, we present them in the *early morning*, and surprising as it still is to many, they have the widespread and enthusiastic approval of parents and children at that hour—and produce results for advertisers.

Two such programs long-established on WLS are "Jolly Joe and His Pet Pals" and "Spareribs' Fairy Tales".

TIDE (April, page 28) says: "Jolly Joe—informal children's and mothers' skit in which Jolly Joe (Joe Kelly, master of ceremonies of the famed National Barn Dance), offers a combination of nonsense and good advice on the conduct and guidance of children. Last year, the program topped the WLS sustaining list in mail, totalled 15,000 letters. Half the mail is adult (mothers), half children's. No mail-pulling efforts are used regularly, but when in December, Jolly Joe offered a small whistle to each child, 5,401 letters were received following two announcements."

Of the "Spareribs" program, The Society for the Improvement of Children's Programs stated, April 24, 1935: "The following comments on 'Fairy Tales' were made by our listeners' group during the past few months—'Good versions of excellent fairy stories well and interestingly told and making a strong appeal to children'." Charles J. Gilchrest, radio editor of the *Chicago Daily News*, wrote on April 3: "That the public is beginning to take interest in Malcolm Clair's WLS act called Spareribs is obvious from the number of letters I have received recently, either asking questions about him, or pointing out the program as one deserving favorable comment." In a mail test on this program, 4,519 letters were received following one announcement—40% grown-ups, 60% children.

■

Both programs are now available for worthy sponsorship. A further description of either or both these programs gladly supplied on request.

WLS

THE PRAIRIE FARMER STATION
1230 W. Washington Blvd. Chicago, Ill.
BURRIDGE D. BUTLER, President GLEN SNYDER, Manager
NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Quaker Oats Co., Chicago (cereal), 5 weekly *sp*, thru Lord & Thomas, Chicago.

Cadillac Motor Car Co., Detroit (La Salle), 18 *sa*, thru Campbell-Ewald Co., Detroit.

Bunte Bros., Chicago (candy), 4 weekly *sa*, thru Fred A. Robbins Inc., Chicago.

Procter & Gamble Co., Cincinnati (Ivory soap), 2 weekly *t*, 4 weekly *sa*, thru Blackman Co., N. Y.

Armand Co., Des Moines (Symphonie cosmetics), 2 weekly *sp*, thru Heath-Seehof Inc., Chicago.

Rice-Stix Dry Goods Co., St. Louis (shirts), 2 weekly *t*, thru Gardner Adv. Co., St. Louis.

Johns-Manville Corp., New York (asbestos products), weekly *t*, thru J. Walter Thompson Co., N. Y.

Colgate - Palmolive - Peet Co., Jersey City (Crystal White soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.

Chieftan Mfg. Co., Baltimore (Colorshine), 2 weekly *t*, thru Van Sant, Dugdale & Co. Inc., Baltimore.

WEAF, New York

Empire Gold Buying Service Inc., New York, weekly *sp*, thru Friend Advertising Agency, N. Y.

Sheffield Farms Co., New York (dairy products), 5 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.

Kay Jewelry Co., Oakland, Cal., weekly *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.

Rieser Co. Inc., New York (hair nets), weekly *sp*, thru Donahue & Coe Inc., N. Y.

Ford Motor Co., Edgewater, N. J., 6 weekly *sp* (*Gallagher & Shean Jr.*), thru McCann - Erickson Inc., N. Y.

WESG, Elmira, N. Y.

Detroit White Lead Works, Detroit (lacquer), 26 *t*, thru Erwin, Wasey & Co. Inc., Chicago.

Swift & Co., Chicago (Quick Arrow soap flakes), 6 *t*, thru J. Walter Thompson Co., Chicago.

Ford Motor Co., Detroit (autos), 4 daily *sa*, thru McCann-Erickson Inc., N. Y.

KPO, San Francisco

Kay Jewelry Co., San Francisco, weekly *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.

Golden State Co., Ltd., San Francisco (dairy products), 2 weekly *sp*, thru N. W. Ayer & Son Inc., San Francisco.

WFBL, Syracuse, N. Y.

John Morrel & Co., Ottumwa, Ia. (Red Heart dog food), 6 weekly *sa*, *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

WMAZ, Macon, Ga.

Dr. Pepper Co., Dallas (carbonated beverage), 18 *t*, 60 *sa*, thru Tracy-Locke-Dawson Inc., Dallas.

KWK, St. Louis

Carter Medicine Co., New York (liver pills), 2 weekly *ta*, thru Street & Finney Inc., N. Y.

United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney Inc., N. Y.

WBBM, Chicago

PX Products Co., Los Angeles (disinfectant), 52 *sp*, thru Smith & Drum Inc., Los Angeles.

United Remedies Inc., Chicago (Peruna, Kolorbak, Calonite, Germania Tea, Acidine, Noake), 30 weekly, *t*, thru Heath-Seehof Inc., Chicago.

Armand Co., Des Moines (cosmetics), 39 *sp*, thru Heath-Seehof Inc., Chicago.

General Mills, Minneapolis (Wheaties), *baseball*, thru Blackett-Sample-Hummert, Inc., Chicago.

Oakite Products Inc., New York (cleanser), 26 *sp*, thru Calkins & Holden Inc., N. Y.

American Druggists Syndicate, New York (milk of magnesia), 13 *sp*, thru Rogers & Smith Adv. Agency, Chicago.

Dodge Dealers Ass'n Inc., Chicago (automobiles), 13 *sp*, thru Ruthrauff & Ryan Inc., Chicago.

French Lick Springs, French Lick, Ind. (Pluto Water), weekly, *sp*, thru H. W. Kastov & Sons Adv. Co. Inc., Chicago.

WCKY, Cincinnati

Gopher Granite Co., St. Cloud, Minn., 13 *sp*, weekly, direct.

Hartz Mountain Products, New York, 3 *sa*, direct.

Reo Motor Co., Detroit (autos), 10 *sa*, thru Maxon Inc., Detroit.

Wheeling Corrugating Co., Wheeling, W. Va., (iron), 26 *sa*, thru A. T. Sears & Son, Chicago.

KNX, Hollywood

General Electric Co., Cleveland (refrigerators), 5 weekly *sa*, thru Maxon Inc., Cleveland.

KGO, San Francisco

Chrysler Sales Corp., Detroit, Mich., (Dodge), 20 *ta*, thru Ruthrauff & Ryan Inc., N. Y.

Chr. Hansen's Laboratories, Little Falls, N. Y., (Junket), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.

California Redwood Association, San Francisco (lumber) 1 weekly *sp*, thru Gerth-Knollin Adv. Agency, San Francisco.

Gibraltar Casualty Association, Los Angeles, (insurance), 14 *sa*, thru Logan & Stebbins, Los Angeles.

Chrysler Co., Detroit, Mich. (Plymouth automobiles) 23 *ta*, thru J. Stirling Getchell Inc., Detroit.

Reo Motor Co., Lansing, Mich. (autos), 10 *sa*, thru Maxon Inc., Detroit.

Nu-Enamel-San Francisco Co., San Francisco, (Nu-Enamel paint), 2 weekly *sp*, thru Bob Roberts & Associates, San Francisco.

WMCA, New York

Dr. Howard B. Norton Shoe Co., New York, 6 weekly *sp*, thru Bess & Schillin Inc., N. Y.

Victor H. Lindlahr, New York (Serutan health builder), 6 weekly *sp*, thru Bess & Schillin Inc., N. Y.

Fitch Publishing Co., New York (investment counsel), 5 weekly *sp*, thru E. C. Van Dyke Inc., N. Y.

KGEZ, Kalispell, Mont.

Texas Co., New York (Texaco), 6 weekly *sp*, thru Hanff-Metzger Inc., Los Angeles.

WENR, Chicago

Eyeteb Inc., Chicago (mascara), 13 *sp*, thru Carroll Dean Murphy Inc., Chicago.

KDKA
America's Pioneer Radio Station
Station KDKA
Has been serving the Public since 1920
Bringing into your home Local and World Events, Music, Drama, Comedy, Education and Sports.
Programmed by N.B.C.

PORTABLE DISPLAY—A lobby window display has been transformed into a movable exhibit by KDKA, Pittsburgh, and will be exhibited in the Tri-state area served by the station. The diorama consists of two "rooms" representing a studio and the living room of a home, with a scale model of the transmitter. Alternate illumination is provided.

WOR, Newark

Kissproof Inc., Chicago (lipstick), 3 weekly *t*, thru Blackett - Sample-Hummert Inc., Chicago.

National Live Stock & Meat Board, Chicago (lamb), 10 *sp*, thru Carroll Dean Murphy Inc., Chicago.

Antrol Laboratories Inc., Los Angeles, 3 weekly *sp*, thru Blackett-Sample-Hummert Inc., N. Y.

Gold Dust Corp., New York (Two-in-one shoe polish), 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn, N. Y.

United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney Inc., Boston.

Maryland Pharmaceutical Co., Baltimore (Rem), 3 daily *sa*, thru Joseph Katz Co., Baltimore.

Colgate-Palmolive-Peet Co., Jersey City (Octagon soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.

Frantz Distillers Inc., Pittsburgh (liquor), 3 weekly *sp*, thru B. H. Hockswender Agency, Pittsburgh.

Simplex Diathermy Co., New York (diathermy apparatus), 2 weekly *sp*, thru Rose-Martin Inc., N. Y.

Stanco Inc., New York (Daggett & Ramsdell cosmetics), 3 weekly *sp*, thru McCann-Erickson Inc., N. Y.

Joseph Middleby Jr. Inc., Boston (Midco ice box freeze), 3 weekly *sp*, thru Badger & Browning Inc., Boston.

WDRC, Hartford, Conn.

A-C Spark Plug Co., Flint, Mich., 2 weekly *t*, thru D. P. Brother & Associates, Detroit.

Waitt & Bond, Newark (Blackstone cigars), 5 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Johnson Educator Food Co., Cambridge, Mass. (crackers), 6 weekly *sa*, thru John W. Queen, Boston.

Ex-Lax Mfg. Co., Brooklyn (proprietary), 3 weekly *sa*, thru Joseph Katz Co., N. Y.

General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Graham-Paige Motors Corp., Detroit (autos), 7 weekly *sa*, thru United States Adv. Corp., Toledo.

Reid, Murdoch & Co., Chicago (Monarch food), 28 weekly *sa*, thru Philip O. Palmer & Co. Inc., Chicago.

Reo Motor Car Co., Detroit, 5 weekly *sa*, thru Maxon Inc., Detroit.

WLS, Chicago

Chr. Hansen's Laboratories Inc., Little Falls, N. Y. (Junket), 39 *sa*, thru Mitchell-Faust Advertising Co., Chicago.

General Motors Corp., Detroit (automobiles), 4 *sa*, thru Campbell-Ewald Co. Inc., Detroit.

Walker Remedy Co., Waterloo, Ia. (Walko poultry tablets), 12 *ta*, thru Weston-Barnett Inc., Waterloo.

Murphy Products Co., Burlington, Wisc., (home products), 22 *sp*, thru Wade Adv. Agency, Chicago.

Chicago Gold Smelting & Refining Co., Chicago, (old jewelry), 4 *sp*, thru Chicago Union Adv. Agency, Chicago.

WSB, Atlanta

Porto Rican American Tobacco Co. (Waitt & Bond), New York (Portina cigars), 104 *sa*, thru Gotham Adv. Co., N. Y.

Chieftan Mfg. Co., Baltimore (Color Shine), 18 *t*, thru Van Sant, Dugdale & Co. Inc., Baltimore.

Chrysler Corp., New York (Plymouth autos), 10 *ta*, thru J. Stirling Getchell Inc., N. Y.

KOMO, Seattle

Graham-Paige Motors Corp., Detroit (autos), 5 weekly *sa*, thru U. S. Adv. Corp., Toledo.

Northrup, King & Co., Minneapolis (seeds), 63 weekly *sa*, thru Olmstead-Hewitt Inc., Minneapolis.

Stanco Inc., New York (Nujol), 2 weekly *sp*, thru McCann-Erickson Inc., N. Y.

KOMA, Oklahoma City

Chattanooga Medicine Co., Chattanooga, Tenn. (proprietary), weekly *sa*, thru Nelson Chesman & Co., Chattanooga.

Townsend Plan, Los Angeles (pensions), 2 weekly *t*, thru Tom Wallace Adv., Los Angeles.

Wilson & Co. Inc., Chicago (Ideal dog food), weekly *t*, thru Carroll Dean Murphy Inc., Chicago.

Sterling Products Co., New York (Dr. Lyon's tooth powder), weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.

WTOC, Savannah

Best Tooth Paste Co., New York, 6 weekly *sp*, direct.

B. C. Remedy Co., Durham, N. C., (B C powders), 6 weekly *sp*, thru Harvey-Massengale Co., Atlanta.

I. Lewis Cigar Mfg. Co., Newark (Melba cigars), 6 weekly *sa*, direct.

Northampton Brewing Co., Northampton, Pa. (Tru-Blu beer), 6 weekly *sa*, direct.

WICC, Bridgeport, Conn.

Johnson Educator Food Co., Cambridge, Mass. (crackers), 6 weekly *sa*, thru Newell-Emmett Co. Inc., N. Y.

Ex-Lax Mfg. Co., Brooklyn (proprietary), 3 weekly *sa*, thru Joseph Katz Co., N. Y.

Penick & Ford Ltd., New York (My-T-Fine dessert), 9 weekly *ta*, thru Batten, Barton, Durstine & Osborn, N. Y.

WNEW, New York

F. H. Pfunder Inc., Minneapolis (proprietary), 18 weekly *sp*, direct.

Thomas J. Lipton Inc., Hoboken, N. J. (tea), 6 weekly *sa*, thru Frank Presbrey Co., N. Y.

I. J. Fox Inc., New York (furs), 100 weekly *ta*, thru Peck Adv. Agency Inc., N. Y.

WCAE, Pittsburgh

Edgar A. Murray Co., Detroit (insecticides), 26 *sa*, thru Bass-Luckoff Inc., Detroit.

Cardinal Laboratories, Chicago (shoe polish), 3 weekly *sa*, direct.

Robert A. Johnston Co., Milwaukee (candy), 3 weekly *t*, direct.

KHJ, Los Angeles

Knox Co., Kansas City (Cystex), weekly *sp*, thru Dillon & Kirk, Kansas City.

Marion R. Gray Co., Los Angeles (Grayco shirts, cravats), weekly *sp*, direct.

KGMB, Honolulu

Three Minute Cereals Co., Cedar Rapids, Ia. (oat flakes), daily *sa*, thru Maxon Inc., Detroit, & Conquest Alliance Co. Inc., N. Y.

NETWORK ACCOUNTS

WASEY PRODUCTS Inc., New York (Barbasol) on May 14 started *Singin' Sam* on 7 CBS stations keyed from WKRC, Tuesdays, 7:30-7:45 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

EX-LAX Co., New York (proprietary) on June 24 renews *The Big Show* on 35 CBS stations, Mondays, 9:30-10 p. m. Agency: Joseph Katz Co., N. Y.

CAMPANA SALES Corp., Batavia, Ill. (cosmetics) on May 3 renewed *First Nighter* on 38 NBC-WEAF stations, Fridays, 10-10:30 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

GENERAL MILLS Inc., Minneapolis (Wheaties) renews *Jack Armstrong* on 16 CBS stations, keyed from WBBM, Mondays thru Fridays, 5:30-5:45 p. m. with repeat at 6:30. Agency: Blackett - Sample - Hummert Inc., Chicago.

WM. WRIGLEY JR. Co., Chicago (chewing gum) on April 30 started (revised contract) *Just Entertainment* on 7 CBS stations, keyed from WBBM, Mondays thru Fridays 7-7:15 p. m., beginning Sept. 30 with 22 stations at 7 p. m., 32 stations at 11 p. m. Agency to be announced.

GILLETTE SAFETY RAZOR Co., Boston, on April 29 started *Lucky Smith* on 44 NBC-WEAF stations, Mondays, 10:30-11 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

CLIMALENE Co., Canton, O. (water softener) on May 9 renewed *Climalene Carnival* on 13 NBC stations, Thursdays, 11:30-12 noon. Agency: W. S. Hill Co. Inc., Pittsburgh.

COTY Inc., New York (cosmetics) on May 22 renews *Ray Noble orchestra* on 40 NBC-WEAF stations, Wednesdays, 10:30-11 p. m. Agency: Biow Co., N. Y.

SPERRY FLOUR Co., San Francisco (flour) on June 6 renews *Martha Meade - Hazel Warner* on 6 NBC-KPO stations, Tuesdays, 10:30-11 a. m. (PST). Agency: Westco Adv. Agency, San Francisco.

KISSPROOF Inc., Chicago (lipstick) on May 6 started *The Love Doctor* on 3 MBS stations, Mon., Wed., Fri., 1-1:15 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

PHILIP MORRIS & Co. Ltd., New York (cigarettes) on April 27 renewed *Madam Olvanova* on 4 MBS stations, Fridays, 12:15-12:30 p. m. Agency: Biow Co., N. Y.

CRUSADERS, New York (political) on May 9 started political talks on 5 MBS stations, Thursdays, 9:45-10 p. m. Agency: Marschalk & Pratt, N. Y.

NBC CHANGES — Luxor Ltd. on April 14 shifted *Sally of the Talkies* to 2-2:30 p. m. Sundays on NBC-WEAF; United Drug Co., on May 12 shifts *Rhythm Symphony* to 5-5:30 p. m. Sundays on 48 NBC-WEAF stations; Shell Eastern Petroleum Products Inc. repeat programs cancelled and western stations added to 9:30 broadcast; B. F. Goodrich Co., Akron, shifts *Circus Night in Silvertown* to 10:30-11 p. m. Fridays NBC-WEAF; Procter & Gamble Co. *Song of the City* adds six stations; Procter & Gamble Co. *Dreams Come True* adds 40 stations; Welch Grape Juice Co. adds 10 stations to *Irene Rich* drama.

CBS CHANGES—Gulf Refining Co. extends *Will Rogers* to June 9.

MUTUAL CHANGES — SSS Co. *Music Box* changed to 8:30-9 p. m. Fridays.

For 3 Years
the Fastest Growing Medium
in the
Upstate's Fastest Growing City

WSYR
TOP O' THE DIAL
PREFERRED POSITION
in SYRACUSE

Joins Missouri Group

KGFW, Kearney, Neb., has joined the Missouri Valley Broadcasting Association. Other member stations are WOW, Omaha; KOIL, Council Bluffs and Omaha; KFAB, Omaha and Lincoln; KFOR, Lincoln; WJAG, Norfolk, Neb.; KGBZ, York, Neb.; KMMJ, Clay Center, Neb.; KGNF, North Platte, Neb.

Barbasol on CBS

WASEY PRODUCTS Inc., New York (Barbasol) on May 14 began a series on 7 CBS stations with *Singin' Sam* (Harry Frankel), who had been heard on Mutual. The program is keyed from WKRC, Cincinnati. Erwin, Wasey & Co. Inc., New York, is the agency.

Radio Preferences Of Famous People

PROGRAMS of all sorts, from symphonic to slapstick, are found in an analysis of broadcast preferences of famous people, as announced by the Radio Institute of Audible Arts, founded by the Philco Radio & Television Corp., and with Pitts Sanborn as director.

The data were obtained through a questionnaire which divided programs into four classes, music, education, news and entertainment. A marked preference for symphony programs was noted, with Philharmonic preferred in many cases. Metropolitan opera broadcasts also were favorites.

News programs, comedians and specific educational broadcasts were named in most cases as popular among the famous folk. No evidence appeared of a relation between a person's profession and his radio tastes. Mme. Schumann-Heink, for example, listed *Silken Strings* as first choice, followed by Edwin C. Hill and Amos 'n' Andy.

SEPARATE stories have replaced the series of related episodes on the *Red Trails* program sponsored by American Tobacco Co. (Half-and-Half) on an NBC-WJZ network.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

MORE THAN 100

St. Louis Firms Have Selected WIL To
Bring Their Message Every Day To

MORE THAN 2,000,000

People Living In Greater St. Louis.

POPULARITY AND LISTENER INTEREST
ARE NOT MEASURED IN WATTS.

Results are what Count! That's Why WIL
Has More Local Sponsored Programs Than
All The Other St. Louis Stations COMBINED.

WIL THE BIGGEST LITTLE
STATION IN THE NATION
ST. LOUIS, MO.

CBS Limits Credits

(Continued from page 35)

ment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

"In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

"It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

"This policy will specifically exclude from the Columbia network not only all advertising of laxatives as such, but the advertising of laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

"Until the policy can be made completely effective, advertising continuities for any such product, in broadcasts carried under present commitments, are to be so worded as to conform strictly with a specific standard of new requirements. Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards. On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program.

"The reason for this viewpoint is obvious: Radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper."

WHY YOU SHOULD USE WJDX

Reason No. 1

ONLY NETWORK AFFILIATE STATION IN MISSISSIPPI . . .

WJDX is the only full-time station with network affiliation in Mississippi, or within a radius of 160 miles.

Within the good service area of WJDX there are more than one and one-quarter million people with a spendable income of $155,000,000.

★

WJDX

The LAMAR LIFE STATION
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

Dolph at WOL

WILLIAM DOLPH, for the last two years radio director of NRA, on May 13 became manager of WOL, Washington. Leroy Mark remains as president and owner.

TO MEET the demand for better child programs, WOR on April 20 started *Rainbow House*, an hour program with Bob Emery, and presenting a stock company called "Radio Rascals" as well as child amateurs.

A NEW station at High Point, N. C., to operate on 1200 kc., with 100 watts, daytime only, was authorized April 30 by the FCC to Hart & Nelson.

KVOL is the call assigned the new station at Lafayette, La., licensed to Evangeline Broadcasting Co.

RADIO ADVERTISERS

PAUL H. BEUTER, San Francisco advertising and sales promotional executive, has been appointed advertising manager for the M. J. B. Coffee Co. in that city. He will shortly launch an extensive radio program to supplement that now in force.

CHEVROLET dealers in Washington state met in the studios of KOMO-KJR, Seattle, recently to discuss radio and sales promotion plans for the summer. A prior meeting of Seattle dealers in the studios had been so successful that the state-wide session was called.

REO MOTOR Car Co., Lansing, Mich., is using WJIM, Lansing, as a special research station to determine effectiveness of Reo's spot campaign.

THE *Honor the Law* transcription series has been placed by Republic Oil Co., Pittsburgh, through Conquest Alliance Co. for broadcasts in Wilkes-Barre, Altoona, Greensburg, and Johnstown, Pa.; Norfolk, Va.; Martinsburg, W. Va.; Canton, O.

KANSAS CITY ICE CREAM MFG. INSTITUTE, Kansas City, Mo., is sponsoring *Adventure Bound* transcriptions of R. U. McIntosh & Associates, Los Angeles, five nights weekly for 17 weeks on WDAF. Ferry-Hanley Adv. Co., Kansas City, has the account.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

GENERAL PETROLEUM Corp. of California, Los Angeles, is offering a $10 gasoline coupon book for short short stories used on the Don Lee-CBS broadcast. Smith & Drum Inc., Los Angeles, has the account.

PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass., is sponsoring an amateur hour on CMW, Havana, the contract being placed with Conquest Alliance Co. Inc., New York, by National Export Adv. Service Inc.

WONDER ORANGE Co., Chicago, a newcomer in the orange drink field, has placed its advertising account with Ruthrauff & Ryan Inc., Chicago, and a national advertising campaign is now being planned. While no definite announcement has been made, it is understood that radio, newspapers and magazines will be used. Wonder Orange, which will retail at a nickle a bottle, will be shipped to bottlers directly from the orange groves, in the form of a concentrate. The company is headed by Clayton J. Howel, who organized the Orange Crush Co. in 1916 and served as its president until 1930 when he sold out his interest. Mr. Howel was also the organizer of the Southern Fruit Julep Co. in 1909.

NORTHERN TRUST Co., Chicago, sponsor of *The Northerners* programs broadcast weekly over WMAQ, Chicago, for more than four years, has shifted to WGN, Chicago. Agency: J. Walter Thompson Co., Chicago.

RADIO RESEARCH Co. Inc., Washington, makers of receiving and transmitting equipment, and station KFIM, Beaumont, Tex., have named Henry J. Kaufman, Advertising, of Washington, to handle their accounts.

UNITED REMEDIES Inc., Chicago (Germania tea, Acidine, etc.) has placed its advertising with Benson & Dall Inc., Chicago.

JUSTIN HAYNES & Co., New York (Aspirub) has placed the account with Redfield-Johnstone Inc., N. Y.

E. R. WAGNER MFG. Co., Milwaukee, (carpet sweepers) planning a campaign including radio, has named Cramer-Krasselt Co., Milwaukee, to handle the account.

MAGNESIA PRODUCTS Co., Milwaukee (West's bird food) has placed its advertising with Klau-Van Pieterson-Dunlap Associates, Milwaukee.

LOVALON LABORATORIES Inc., San Francisco (hair prep.) has placed its Pacific Coast advertising with Erwin Wasey & Co., San Francisco.

MIDWEST DRUG Inc., Chicago (Dr. Chapin's Muscletone) now is placing its advertising direct.

BUCKEYE BREWING Co., Toledo, is advertising through Grace & Bement Inc., Detroit.

DEISEL - WEMMER - GILBERT Corp., Detroit, has placed its advertising of Emerson and San Felice cigars with S. M. Epstein Co., Detroit.

HEGER PRODUCTS Co. Inc., St. Paul (Vit-a-Song birdseed) is advertising through Gerald S. Beskin Agency, Minneapolis.

ILLINOIS MEAT Co., Chicago (Broadcast corn beef hash) has placed its account with Ernest Davids Inc., N. Y.

KALAMAZOO STOVE Co., Kalamazoo, Mich., has placed its radio advertising with Cramer-Krasselt Co., Milwaukee.

MAURY COLE Co., Memphis (Canova coffee) now is advertising thru Gottschaldt-Humphrey Inc., Atlanta.

MINNEAPOLIS BREWING Co., Minneapolis (Golden Grain Belt beer) has placed its account with Erwin, Wasey & Co. of that city.

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis, is advertising through Mitchell-Faust Adv. Co., Chicago.

Local Stations to Rush Plans for Organization To Obtain Spot Business

DECISION to proceed with the plan to organize local independent stations for national representation in spot business was reached at the preliminary conference held in Washington May 6 at the call of Edward A. Allen, president of WLVA, Lynchburg, Va., and moving spirit of the enterprise. Eight members of the organizing committee of 18 were on hand and after a half-day's session decided to constitute themselves as a steering committee, with Mr. Allen as chairman.

This committee, it was agreed, will endeavor to procure large-scale local independent attendance at the NAB convention at Colorado Springs, July 6-10, when effort will be made to perfect an organization. It was again stressed that there is no thought of establishing a local-station trade association competitive with the NAB but that the sole purpose is that of procuring identity in the national field and of elevating the status of the local.

Those who attended the meeting held in the offices of WOL, Washington, were Mr. Allen; Leroy Mark, president, WOL; William S. Pote, general manager, WMEX, Boston; Charles A. Hill, general manager, WIBM, Jackson, Mich.; John Elmer, WCBM, Baltimore; Steve A. Cisler, WJTL, Atlanta; Edward A. Bishop, WGH, Newport News, Va., and C. W. Hayes, WHBC, Canton, O.

O'CEDAR Corp., Chicago (mops) is advertising through Gale & Pietsch Inc., Chicago.

FELLOWS MEDICAL MFG. Co., New York (Hypophosphates) has placed its United States advertising with Fishler, Zealand & Co., N. Y.

R. H. LAIRD MFG. Co., New York (beauty salon) has placed its account with Moser & Cotins Inc., N. Y.

DAWSON'S BREWERY Inc., New Bedford, Mass., is advertising now through David Malkiel Adv. Agency, Boston.

CENTAUR Co., New York, has placed its radio advertising of ZBT products with Hanff-Metzger Inc., New York, with Thompson-Koch Co., Cincinnati, handling advertising of this line in other media.

DRUG TRADE PRODUCTS, Chicago (Acidine, etc.) is advertising through Benson & Dall Inc., Chicago.

IOWA SOAP Co., Burlington, Ia. & Camden, N. J., is advertising now through Beecher Adv. Co., St. Louis.

DOLLAR CRYSTAL Co. Inc., Omaha (Texas Mineral Water Crystals) has appointed Earl Allen Adv. Agency, Omaha, to place its advertising, including radio.

CROWELL PUBLISHING Co., New York, has placed its Colliers account with Ralph H. Jones Co., New York.

OMAHA FLOUR MILLS Co., Omaha, is advertising through Bozell & Jacobs Inc., Omaha.

DURKEE FAMOUS FOODS Inc., Elmhurst, N. Y. (salad dressing etc.) has placed its nut margarine, cocoanut and related advertising with C. Wendell Meunch & Co., Chicago.

CONSOLIDATED BY-PRODUCTS Co., Philadelphia (dog food) has placed its advertising with Cahall Advertising Agency, Philadelphia.

AGENCIES AND REPRESENTATIVES

JULIAN CARGILL, formerly vice president of William Esty & Co., New York, has been named to the same position with Donahue & Coe Inc., New York.

BREWER-WEEKS Co., San Francisco agency and member of the Continental Agency network, has become affiliated with the Rose-Martin Inc., New York advertising agency, which has affiliation in 12 principal cities.

WIOD, Miami, Fla., has named Wilbur Babcock, New York, as national representative.

H. PRESTON PETERS, vice president of Free & Sleininger Inc., Chicago, and manager of the New York office, is touring Southern territory.

CHARLES PERRINE, Pacific Northwest advertising executive, has been appointed manager of the Ruthrauff & Ryan Inc., offices in San Francisco, succeeding J. J. Cahill, resigned. Perrine was in charge of the Seattle offices.

JACK C. MESSLER, advertising manager of Union Bank & Trust Co., Los Angeles, resigned May 1 to become account executive with Dan B. Miner Co., Los Angeles.

SANFORD H. LANE, formerly sales manager of American Bank Note Co., has joined Gotham Adv. Co., New York, as account executive.

F. WINIFRED LOUTHAIN, formerly with NBC and Don Lee Broadcasting System, San Francisco, has joined Frank Wright & Associates, Oakland and San Francisco radio advertising agency. Miss Louthain is in charge of the newly opened San Francisco offices at 544 Market street. Jean Kent, previously with KLX, Oakland, has also joined Frank Wright & Associates and will supervise Oakland sales activities.

CONQUEST ALLIANCE Co. Inc., New York, has been named American representative for 3AK, Sidney and 7UV, Ulvertone, Australia, and PRA8, Pernambuco, Brazil.

EDWARD SCHAGER has been named head of the radio department of Earle Ludgin Inc., Chicago, succeeding Louis Weinberg Jr.

WROK, Rockford, Ill., has named Aerial Publicizing Inc., New York, as sales representatives in that territory.

JOHN TAYLOR, formerly with the Theatre Guild in New York, has joined the radio department of the Blackman Co., New York.

LOGAN & STEBBINS, Los Angeles, has been elected to membership in the AAAA.

DON ROBBINS, Pacific Coast advertising and sales executive, became San Francisco manager of Walter Biddick Co., Free & Sleininger, radio station representatives, on May 1. He succeeds Ken Boucher who resigned to become advertising manager of the Hawaiian Pineapple Co. In making the announcement, Mr. Biddick stated that for the present Pacific Northwest business of the organization will be handled from the San Francisco and Los Angeles offices, pending development of plans for further extension in that area.

KPLC Goes on the Air

KPLC, new 100-watt station at Lake Charles, La., on 1500 kc. was formally dedicated last month in a special series of broadcasts. Local civic and musical groups participated in the dedication. Studios and transmitter are located in the Majestic Hotel. Operating hours are 7 a. m.-2 p. m., and 5-9 p. m.

WLW on 500 kw Nights With Suppressor Antenna

ACHIEVING its purpose of cutting down interference in the direction of Toronto through use of a directional antenna, WLW, Cincinnati, on May 8 resumed its operation on experimental schedule with 500,000 watts both day and night by authority of the FCC. Technical observations of results of the directional, designed to curtail the WLW signal in the direction of CFRB, Toronto, to the intensity of a 50,000 watt station, proved satisfactory to the FCC and Canadian authorities, and to WOR, Newark, which had protested the use of the directional.

Subsequently, it was learned that WOR had withdrawn May 4 its protest on the ground that WLW had proved to its satisfaction that the directional signal toward Toronto would not intensify the signal toward New York and interfere with WOR's coverage. The Canadian station had complained that the super-power used by WLW had caused severe blanketing—a move that forced WLW temporarily to reduce its power in the evenings by FCC order pending the installation of the suppressor antenna.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Buick Motor Co., Flint, Mich.
Bunte Bros., Chicago (candy)
Cal-Aspirin Co., Minneapolis (aspirin)
California Perfume Co., New York
International Laboratories, Rochester (hair grower)
No. American Dye Corp., Mt. Vernon, N. Y. (Dytint)
Penick & Ford Ltd., New York (My-T-Fine desserts)
Proctor & Gamble Co., Cincinnati (Dreft)
Smith Bros., Poughkeepsie, N. Y. (cough drops)
Time Inc., New York (Time magazine)
Walker Remedy Co., Waterloo, Iowa (Walko poultry tablets)

ARTHUR MacDONALD, sales manager of Standard Radio Advertising Co., Hollywood transcription firm, resigned effective May 11.

JEAN V. GROMBACH Inc., New York, and associated concerns, transcription and program producers, have taken over the CBS and Columbia Concerts Corp. studios in the Steinway building, New York, and is engaged in remodeling. A contract was signed May 3 to do all audition programs and library, studio and remote control recording for CBS, it was announced.

ARTHUR M. DAVIS, manager of the transcription department of S. Hoffnung & Co. Ltd., Sydney, Brisbane and Adelaide, Australia, sailed from Sydney May 1 and is to arrive in Los Angeles May 18. He expects to purchase transcriptions, all purchases to be confirmed by the American agents, Michelson & Sternberg Inc., New York.

ASSOCIATED EXPORTERS Co., New York, representing transcription producers for foreign territories, has moved to larger quarters at 145 West 45th St.

RADIOTONE Recording Co., Los Angeles equipment firm, is marketing a line of acetate discs for instantaneous recording.

ALLIED PHONOGRAPH & RECORD MFG. Co., Hollywood processing concern, has installed an experimental laboratory and is marketing a light-weight disc called "Radio-Disc".

FUNERAL FOUNDATION Inc., Los Angeles, producers of the *Sunday Players Bible Stories* transcriptions, has changed its firm name to Mertens & Price Inc., with Fred C. Mertens and George Logan Price continuing as principals. A more general transcription business will be conducted, rather than confining production to morticians' programs.

COLUMBIA PHONOGRAPH & RADIO Co., sound-on-disc division, has moved its Hollywood quarters to 6624 Romaine St., retaining the warehouse at 6804 Santa Monica Blvd. A new building has been built for technical operations, with executive and clerical offices in a separate building.

RADIO TRANSCRIPTION Co. of America has started production of 13 programs by the Henry Busse orchestra at its Hollywood studios, to be part of the *Transco Montmartre* series.

THE RADIO division of the Townsend Recovery Plan, Los Angeles, is recording a series of 15-minute talks through Recordings Inc., with Tom Wallace agency handling the account for national distribution. Additional discs are to be made in Chicago.

4BC, Brisbane, Australia, has contracted with Radio Recorders Inc., Los Angeles, for a year's supply of recorded programs.

"Thank God for my sense of humor . . . and for . . .

FREE & SLEININGER, INC.
RADIO STATION REPRESENTATIVES
SEE PAGE 1, RADIO ADVERTISING RATES AND DATA

17 DRUG STORE PRODUCTS
Join the "BIG PARADE" Over Alabama's Most Powerful Station
THIS MONTH

WAPI

Alka Seltzer
Briggs' Smoking Tobacco
Carter's Liver Pills
Colorshine
Fleischmann's Yeast
Half & Half Tobacco
Jergens Lotion
Johnson Wax
Lucky Strike
Lux Toilet Soap
Luxor Face Powder
Octagon Soap
Palmolive Soap
Phillip Morris
Portina Cigars
Rexall Products
Teaberry Chewing Gum

WAPI with cleared channel . . . most powerful station in Alabama . . . gets results for national advertisers because it has coverage PLUS popularity!

BASCOM HOPSON, *President*

"THE VOICE OF ALABAMA"
WAPI BROADCASTING CORPORATION
5000 WATTS
N·B·C NETWORK
BIRMINGHAM ALABAMA

who LISTENS TO YOUR PROGRAMS?

"Tell me not in mournful numbers . . ." rather prove to me that my program will be listened to by an alert, open-minded audience — willing and ready to buy.

Must you make your appeal to the modern mind? Then use CKLW, whose audience, for the most part, is composed of Detroiters—the people of America's fourth largest city. CKLW caters to them with the type of entertainment appeal they prefer. CKLW alone will, therefore, cover the entire Detroit area for you completely.

CKLW

CKLW, member Columbia Basic Network. 5,000 watts.
Windsor offices:
Guarantee Trust Building.
Detroit offices:
Union Guardian Building.

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
230 N. Michigan Ave., Chicago

WE'VE GOT "PULL" IN LOUISVILLE

Why is it that our thousand-watt station out-pulls and out-sells far more powerful stations? Dollar for dollar, the results are frequently astonishing. We can't explain it . . . but it's a fact which you can *prove*. . . . Maybe it's because almost *half* the people in our entire primary area live virtually within sight of our tower . . . a concentrated group who are tuning in on their real neighbor.

● NBC—and worth hearing!

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

STUDIO NOTES

A PAMPHLET "WLS for Summer Sales" has been issued by the Chicago station, presenting results obtained in the past by summer advertisers, together with an analysis of the summer audience.

A SERIES *More for Your Money* is being broadcast over CBS by the consumers' committee of the National Advisory Council on Radio in Education, headed by Mrs. Emily Newell Blair.

WSM, Nashville, will close studios to the public until autumn.

WCAE, Pittsburgh, presents a comedy transcription at 6:45 a. m., repeating it during the day with an announcement that "this is the kind of program you miss by not tuning in at 6:45 every morning."

PROGRESSIVE TEXANS INC., non-profit group promoting Texas products, is presenting weekly talks on Southwest Broadcasting System.

COVERAGE of Pennsylvania, New Jersey, Delaware and Maryland is shown in an elaborate brochure and rate card by WFIL, Philadelphia, managed by Donald Withycomb. Based on a survey by Paul F. Godley, consulting radio engineer of Montclair, N. J., the brochure shows coverage by signal intensity of this populous region, and is illustrated with maps and charts.

TRANSRADIO NEWS SPOTS

Established newscasts at 8:30 a. m., 12:30, 6:30 and 9:00 p. m. 5-min. periods, 6 day a week. Rates (13-week basis): $53.60 weekly, day spots; $87.20 weekly, night spots. Wire reservation.

WNBR MEMPHIS, TENN.

KFDM

"Voice of the Sabine District"

Keeps Business TRAFFIC Moving in the Right Direction

Flash RED . . . . . HOLD EVERYTHING, while KFDM merchandise men pave the way for distribution.

Flash YELLOW . GET READY TO GO while KFDM merchandise men are arranging store, window and counter displays.

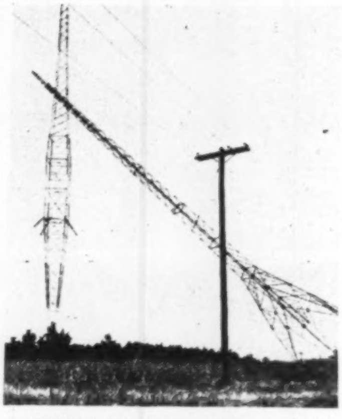
Flash GREEN . . . GO AHEAD, with your KFDM broadcasts to their receptive listener audience in a market now well covered by your products or services.

Here is one broadcasting station that feels its job is not completed until your products or services have been sold.

Southeast Texas and Southwest Louisiana

SABINE BROADCASTING CO., Inc.

P. O. BOX 2950 • BEAUMONT, TEXAS



CAUGHT IN THE ACT—No, this isn't an optical illusion or even the leaning tower of Pisa. It is one of the old 300-foot masts of WBT, Charlotte, photographed in the act of toppling. The tower was purposely collapsed as an experiment to ascertain just how such a tower would break up or buckle when loosened from its mooring. In the background is seen WBT's new 435-foot vertical radiator, which catapults into space the station's 50,000 watts of output.

MORE than 6,000 calls were received by 6 p. m. when *The Movie Parade* program of the Tri-State Theatre Co., on KSO, Des Moines, observed its first anniversary and offered free tickets to listeners.

DON LEE stations in California are negotiating with Fox-West Coast theatres in connection with a series of weekly amateur nights, with winners to go on the network from KHJ, Los Angeles.

MORE than 60 hours were devoted to educational programs during the winter and spring season by WGN, Chicago.

IN A LITTLE more than an hour, without previous notice, Al Bates, engineer of KOIL, Omaha, set up remote control equipment at a point overlooking the center of Omaha's recent street car strike and an eyewitness account was given KOIL listeners.

REACTION of children to radio instruction is being studied during an experimental series over WTMJ, Milwaukee. A new woman's feature on WTMJ is Linda Marsh's *Radio Household Magazine*.

RECORDINGS of Cleveland artists available for sponsorship are made available by WGAR, Cleveland, following installation of RCA-Victor recording equipment.

W9XBY, Kansas City, new station on the 1530 kc. channel, is operating now on an 18-hour schedule. Since its opening Jan. 1 it had been operating 4-11 p. m. only.

A NEW series of programs sponsored by St. Christopher's Inn of Garrison, N. Y., a home for wayfarers operated by the Franciscan Friars of the Atonement to raise money for the institution's work, started April 28 on WOR, Newark. The series is titled *The Ave Maria Hour*, and consists of weekly half-hour dramatizations.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

OUTSTANDING events in the rise of WBBM, Chicago, were broadcast in a special program May 7 celebrating the power increase to 50 kw. The program was piped to the CBS network. Participating were 25 artists, with Gov. Henry Horner, of Illinois, giving a congratulatory message. A theme song for the occasion *Just One Hour* was written by Director Bobby Brown and Chicago CBS Musical Director Billy Mills.

WHO, Des Moines, has issued a spiral-bound brochure showing its coverage on a state, regional and national basis and depicting listener response during 1934, before the new vertical radiator had been installed. Coverage of most of the nation's farm homes also is claimed. The primary service area is said to have a population of 5,445,703.

TED MALONE'S *Between the Bookends* had expanded its schedule to five-weekly broadcasts on CBS, coast-to-coast. The program is keyed from KMBC, Kansas City, and includes organ background by Howard Ely. Malone is program director of KMBC. Another KMBC program *Happy Hollow* has been put on CBS five times weekly. It is one of radio's oldest daily dramatic programs.

SUMMER brings the return of three distinguished clerics to NBC Sunday programs. They are Dr. Ralph W. Wockman, conducting the *Sunday Forum*; Dr. Charles L. Goodell, on *Sabbath Reveries*; Dr. Paul Scherer, resuming his *Sunday Vespers*.

AT THE State Barn Dance and Fiddlers Convention staged by WAPI, Birmingham, recently, all prizes except two were won by WBRC musicians. Grand prize for the State's Best Barn Dance Orchestra was awarded to *Brack Phillips Pioneers*, a daily feature on WBRC.

ARTISTS from a number of Ohio stations were presented at the opening broadcast April 15 by WPAY, new 100 watt station at Portsmouth, O., on 1370 kilocycles. The station formerly was WHBD, Mt. Orab, O. It is owned and operated by Vee Bee Corp., with M. F. Rubin as president. Staff members include Marie Williams Vandegrift, general manager; Gwen Sherburn, program director; Orville Fields, sales manager; P. J. Eubanks, chief engineer; Roy L. Nourse, merchandise manager.

KPRC, Houston, is planning a 10th anniversary program for May 10 that will include about every form of radio entertainment, with Kenneth A. Millican, the "Old Tautologist" acting as master of ceremonies.

A NEW early morning program on WBIG, Greensboro, N. C., is *Greetings, This Is Another Day*, the announcer taking an imaginary trip to one of 21 towns in the station's area, having breakfast with prominent citizens.

WBT, Charlotte, N. C., has devised an economical and well balanced live talent show to use in the incidental spots around announcement business in the early evening; thus doing away entirely with the use of phonograph records. Utilizing xylophone and piano in popular fast moving selections the announcement period nightly has taken on added zest and has not only increased business for the clients buying into this program, but has brought in many personal appearance dates for the duo featured.

A FEATURE of the new KTAB, San Francisco, studios, is the "audition studio" for advertisers and others of the advertising profession, who desire to audition prospective programs. The services are available whether or not KTAB is to be included in the schedule, Philip G. Lasky, general manager, stated.

WHBY, Green Bay, Wis., recently broadcast a city council meeting direct from the City Hall.

RCA Television Plans

(*Continued from page 14*)

of interlocking parts, each of which must not only function correctly within its own sphere of activity, but must also synchronize with every other part of the system. In broadcasting of sight, transmitter and receiver must fit as lock and key.

"On the other hand, broadcasting of sound permits a large variety of receiving devices to work acceptably with any standard transmitter. Notwithstanding the great progress that has been made in sound broadcast transmission, a receiving set made ten years ago can still be used, although with great sacrifice in quality. This is not true in television, in which every major improvement in the art would render the receiver inoperative unless equivalent changes were made in both transmitters and receivers.

"Important as it is from the standpoint of public policy to develop a system of television communication whereby a single event, program or pronouncement of national interest may be broadcast by sight and sound to the country as a whole, premature standardization would freeze the art. It would prevent the free play of technical development and retard the day when television could become a member in full standing of the radio family. Clearly, the first stage of television is field demonstration by which the basis may be set for technical standards.

Rapid Obsolescence

"FROM the foregoing it will be seen that a number of basic problems surround any effort to establish television on a regular basis of public service to the nation. The more important of these problems are:

"1. The fact that if the new art of television is to make the required technical progress, there will be rapid obsolescence of both television transmitters and television receivers.

"2. The creation of new radio or wire facilities of interconnection before a service on a national basis can be rendered.

"3. Further development, through experimentation in the field, of a system of high definition television which calls for new radio technique inside and outside the studio, and for the production of home television receivers which will increase the size of the picture and at the same time decrease the price at which the receiver can be sold to the public. * * * "

Six-Month License Viewed as 'Cancer'

Threatens Freedom of the Air, Declares David Lawrence

Mr. Lawrence

LICENSES of broadcasting stations, now issued for only six-month intervals, should be extended to the statutory maximum of three years if the perils of "political domination" of broadcasting are to be eliminated, in the opinion of David Lawrence, eminent journalist and editor.

In a vigorous editorial on "Freedom of the Air", published in his *United States News*, Mr. Lawrence assailed what he described as the political control of radio, and called upon the nation's press to enlist in the crusade "with a spirit of patriotic comradeship." He pointed out that the analogy of the press to the radio is important. "Free speech and free press go together," he wrote. "They are the bulwarks of our liberty. They must protect us against dictatorship and despotism."

Calls It a "Cancer"

AFTER expressing his views of broadcasting, which he charges is under the influence of the administration as a result of intimidation brought about through the licensing method, Mr. Lawrence stated:

"All this is because the licensing system is a cancer which eats into the judgment of the broadcasting companies and the stations. The President of the United States appoints the members of the Federal Communications Commission. He can remove them at will without cause. Nevertheless to free itself from suspicion of White House domination, the Commission ought to issue licenses for three years instead of six months. This can be done by the Commission under the present law whenever it wishes to exercise that discretion.

"The power of intimidation, of course, will not be completely removed until the Congress specifies in the law the exact technical grounds on which licenses may not be renewed and also makes the facts as well as the decisions reviewable by the courts.

"This is the great crusade which radio has ahead of it. And the press should enlist in it with a spirit of patriotic comradeship.

Public Reaction

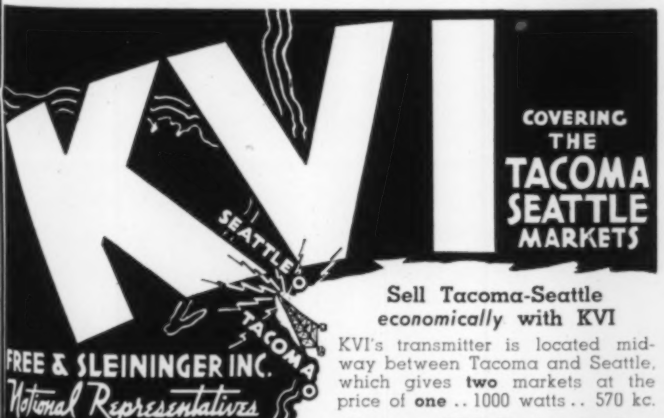
"FOR while control of the radio may be thought by the present administration to be essential to the perpetuation of the party in power, it will lead ultimately to a public reaction. 'Freedom of the air' may, indeed, become some day an issue at the polls.

"If the truth is suppressed a free people cannot exercise their independent judgment. A radio broadcasting situation, untrammeled bv Federal bureaucracy, is the biggest single need of America in its hour of crisis. The sooner the American people realize the perils in the present political domination of broadcasting, the quicker will America be saved from the most dangerous form of exploitation it has ever faced — exploitation by the politicians."

Mr. Lawrence criticised the networks for their purported failure to present both sides of important public issues, but then, in their defense, observed: "When a governmental commission has the power of life and death over a radio station or a network, it is natural that intimidation should develop in most insidious forms."

Bay State Fish Resumes

AFTER an absence of several years from the air, Bay State Fishing Co., Boston (40 Fathom fish) has returned to radio and has arranged a 26-week program to be placed on 27 stations in the East. Street & Finney Inc., New York, has the account.

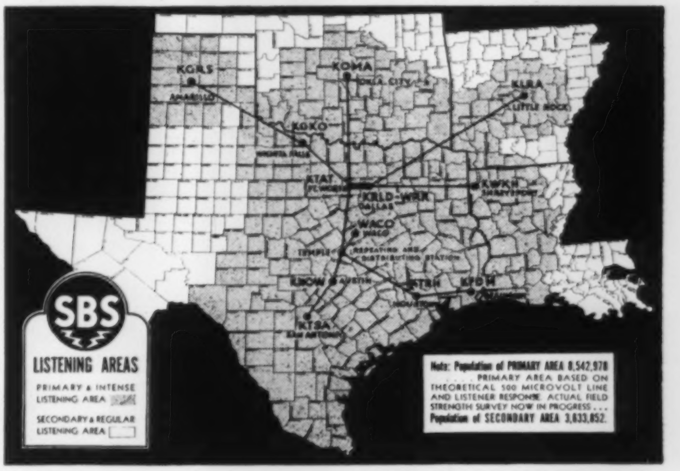


Sell Tacoma-Seattle *economically* with KVI

KVI's transmitter is located midway between Tacoma and Seattle, which gives **two** markets at the price of **one** .. 1000 watts .. 570 kc.

Pioneer CBS Station in the Pacific Northwest

America's Fastest-Growing Regional Network!


KGRS
AMARILLO
KOMA
OKLA CITY
KLRA
LITTLE ROCK
KGKO
WICHITA FALLS
KTAT
FT. WORTH
KRLD-WRR
DALLAS
KWKH
SHREVEPORT
WACO
WACO
TEMPLE
REPEATING AND DISTRIBUTING STATION
KNOW
AUSTIN
KTRH
HOUSTON
KPDH
KTSA
SAN ANTONIO
SBS
LISTENING AREAS
PRIMARY & INTENSE LISTENING AREA
SECONDARY & REGULAR LISTENING AREA
Note: Population of PRIMARY AREA 8,542,978 .... PRIMARY AREA BASED ON THEORETICAL 500 MICROVOLT LINE AND LISTENER RESPONSE. ACTUAL FIELD STRENGTH SURVEY NOW IN PROGRESS ... Population of SECONDARY AREA 3,633,852.

These *New* SBS Network Accounts or Programs Show the Trend!

General Motors	CHEVROLET
" "	FRIGIDAIRE
Universal Mills	GOLD CHAIN FLOUR
" "	RED CHAIN FEED
Gold Medal Flour Company of Texas	WHEATIES
Hyral Dist. Co.	HYRAL Dentifrice
Texas Co-Operative Drug Chains	SERVICE AND NATIONAL PRODUCTS

They Chose SBS on Facts —So Will You!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

JOHN BLAIR & COMPANY, National Representatives

New York Chicago Detroit San Francisco

ANA Centers Research on Radio

(*Continued from page 7*)

is true, radio research will be subject to conscious and unconscious misinterpretation.

"Research will not be properly appreciated as long as people ascribe more importance to the number of interviews made than to the content and details of how the individual interviews were made. One thousand interviews made carefully and properly by experienced investigators are of far greater value than 10,000 interviews made carelessly by inexperienced investigators.

Interpreting Data

"IRRESPECTIVE of what method is used in estimating the size of the audience, the information will be misinterpreted until those using it become familiar with the peculiarities of radio. For example, program X is on a certain basic network and has an audience rating of 15. At some time X adds several supplementaries to his basic network. His rating jumps to 18. This is due to the fact that in the basic area we have, generally speaking, three chains, while in the non-basic area there are only two chains. Therefore, other things being equal, a greater percentage of the radio audience in the supplementary areas will listen to a given program than will be the case in the basic area.

"In interpreting figures showing the size of the audience to individual programs, irrespective of the method that is employed, one of the most important facts to be kept in mind is that, generally speaking, there are two kinds of radio programs:

(a) The program that is of such character that the radio owner has to listen to it or turn it off. By that I mean that the program requires active listening. Jack Benny is an example of what I have in mind.

(b) The program that is soothing and is easy to listen to. A considerable percentage of the listening to this type of program is passive. Any rhythmic musical program would be classified under this head.

"If you would classify the people who have heard a given program as—

(a) Enthusiastic about the program, or

(b) the program is acceptable to them, or

(c) the program is heartily disliked, or

(d) they have no definite opinion of the program;

—you will find that the people who have heard the programs which are of the type first described above, that is, those that require active listening, are divided approximately as follows: 80% between highly enthusiastic and heartily disliking and 20% between acceptable and no opinion. On the other hand, the people who have heard the second type of program, the one that induces passive listening, will be divided approximately as follows: 20% between highly enthusiastic and heartily disliking and 80% between acceptable and no opinion.

Attention Value

"THIS BRINGS us to the question of attention value and memory value—one of the most debatable questions in radio. One side takes the position that one who has listened to an active program generally knows the name of the entertainer or the popular name of the act or the name of the product sponsored. They feel that the program is of such a character that the listener could not have been reading or even talking when the radio was tuned on that program.

"This same school of thought further thinks that one who had the radio tuned to a passive program does not necessarily know the name of the participants or the name of the sponsor because the program was so easy to listen to that the listener could have been reading or talking while the program was on.

"The other side takes the position that in active programs such dramatic scripts, the excitement pathos, drama and human interest frequently outshines the interest of the commercial. On the other hand, this school thinks that a passive program, such as rhythmic music, in which the only talk is the incisive direct speech of the commercial announcer, may have greater advertising impact.

"The accumulation of sales records and research information may some day prove that neither side is wholly correct."

Public Confidence

RAYMOND RUBICAM, of Young and Rubicam Inc., and newly elected chairman of the board of AAAA, urged ANA members to take an active part in maintaining public confidence in advertising. He declared that there is a campaign, which he said is meeting with considerable success, to destroy this confidence and that it is up to advertisers to do something about it. He suggested the use of the radio, among other mediums in counteracting the anti-advertising drive. He blamed principally Consumers Research Inc., the Copeland bill and some of the writings of Dr. Rexford G. Tugwell, Undersecretary of Agriculture.

Radio has reached the precensorship stage, declared John P. Cunningham, of Newell-Emmett Co., in discussing good taste in advertising. Made bolder by claims of competing media, he said, radio is approaching actual censorship and he defined good taste in advertising as the "presentation of your message in a way that attracts more people to your product than it offends away from it, without, at the same time, impairing the standing and sales ability of advertising itself."

S. Clay Williams, of the R. J. Reynolds Tobacco Co., and former chairman of the National Industrial Recovery Board, was the principal speaker at the semi-annual banquet. He defended the New Deal, but criticized those within the Government whom he termed "New Dealers Plus", people who would go much further than the President intends to go. He said these people had caused considerable misunderstanding of the President's purposes.

Other speakers and their subjects: "Local - National Rates", Harry J. Prudden, of Prudden, King and Prudden; "The Future of the Independent Retailer in Respect to Advertising," J. P. Seiberling, the Seiberling Rubber Company; "Home Finance and Business Development," John H. Fahey, chairman of the Home Owners Loan Corporation; "What the Consumer Thinks of Advertising Copy," Prof. Walter B. Pitkin, School of Journalism, Columbia University.

Among the broadcasting executives attending the convention were for NBC: Richard C. Patterson, Jr., executive vice president; Ed Kobak, vice president for sales, and vice presidents Niles Trammel and Roy C. Witmer; for CBS, H. K. Boice, vice president in charge of sales; John Karol, director of research, and Mr. Bijur. For Mutual and WOR, Theodore C. Streibert, treasurer, and Walter Neff, director of sales of WOR, Mr. Church and Mr. Loucks.

Members of the ANA radio group besides Chairman Peabody are D. P. Smelser, Procter & Gamble Co.; D. B. Stetler, Standard Brands; Harold Thomas, Centaur Co.; Paul W. Garrett, General Motors Corp.; Robert V. Beucus, Andrew Jergens Co.; M. H. Leister, Sun Oil Co.

K V O O

COMPLETE N. B. C. SERVICE

25,000
WATTS
TULSA, OKLA.

The Most Powerful
Station between
St. Louis,
Dallas and Denver

NAB Convention MISSOURI PACIFIC LINES *Special*

"A Service Institution"

TO

COLORADO SPRINGS

National Association of Broadcasters
Convention . . . July 6–10, 1935

The de luxe equipped NAB Convention Special, over the SCENIC LIMITED ROUTE, making direct connections with the Chesapeake & Ohio's genuinely air-conditioned GEORGE WASHINGTON, your official route from the East, and connecting with trains from the East, Southeast and Chicago, leaving St. Louis at 4:15 P. M. July 5th, arriving Colorado Springs 1 P. M. July 6th.

Let us help with your trip to Colorado Springs and a delightful Western vacation after the Convention.

For reservations and complete information phone

ANY MISSOURI PACIFIC REPRESENTATIVE
or
P. J. NEFF, *Ass't Chief Traffic Officer*
1601 Missouri Pacific Bldg., St. Louis, Mo.
Missouri Pacific Representatives in Principal Cities

KGIR
Butte, Montana
Joe McGillvra,
485 Madison Ave.,
New York City, Eastern Representative

Attorneys on FCC Hit by New Ruling

Spearman to Resign; Others May Leave Federal Body Soon

PAUL D. P. SPEARMAN, general counsel of the FCC, will resign effective not later than July 1 to return to the private practice of law in Washington. While Mr. Spearman's resignation may have been hastened by the adoption of a stringent rule by the FCC barring from practice before that agency for two years any attorney or employe on its staff, he has maintained that it was his intention not to remain with the agency for longer than a year when he assumed the general counselship last July, at which time he left a lucrative private practice.

Simultaneously, it was learned that several other members of the FCC legal staff, and probably certain of its engineers would depart prior to July 1, unless the FCC sees fit to modify the drastic rule, which, in effect, would preclude lawyers, and even engineers now on the staff, from engaging in any practice before the FCC, once they left after the July 1 deadline.

Known to have under consideration separating themselves from the service are Ralph L. Walker, veteran senior examiner, and Miss Fanny Neyman, a mainstay of the Law Department. Miss Neyman, who joined the former Radio Commission more than six years ago, is understood to have received a definite proposal to practice radio law. Mr. Walker, who has served both on the legal staff and as examiner since his tenure began in 1928, likewise is considering engaging in private practice.

Possible Revision

SO MUCH stir has been caused by the adoption of the resolution that there is some possibility of its revision, to remove its teeth, for fear the FCC Law Department may be crippled by wholesale departures. Moreover, the order, as now written, is interpreted to affect engineers as well as lawyers and other employes, and it is evident that many FCC staff members, including newcomers in all departments, are debating seriously whether they will remain after July 1.

The rule was adopted by the FCC May 1 upon motion of Commissioner George Henry Payne. It superseded a rule also offered by Mr. Payne, which had been adopted last January following the investigation into the qualifications of FCC members conducted by the Senate Interstate Commerce Committee in connection with their confirmation. The latter rule, which simply would have prevented FCC lawyers from representing clients in matters which were pending before the agency at the time they were on its staff, was held to be "ineffective" by Mr. Payne.

The rule adopted by the FCC follows in full text:

No one serving the Federal Communications Commission on or after July 1, 1935, shall be permitted to practice, appear, or act as an attorney or agent in any case, claim, contest or other proceeding before the Commission or before any division or agency thereof, until two years shall have elapsed after the separation of the said person from the said service.

Prior to offering his resolution, Commissioner Payne solicited the opinions of leading lawyers as to their views, and procured a sizable number of endorsements. Among those who favored the ruling were Newton D. Baker, John W. Davis, Felix Frankfurter, and some two dozen presidents of state bar associations.

Mr. Payne's Statement

THE FOLLOWING statement was issued by Commissioner Payne's office upon introduction of the proposal at the May 1 meeting of the FCC:

With the almost unanimous endorsement of the Presidents of the Bar Associations of the country, a resolution was introduced yesterday afternoon at the meeting of the FCC that is intended to put an end to an evil that lawyers have long been complaining about.

George Henry Payne, Federal Communications Commissioner, introduced this resolution after consultation with lawyers from all over the country and in so doing followed the practice set up by the Supreme Court of the United States, where there is a rule preventing any lawyer or employee from practicing before that tribunal until he had been at least two years out of the service of the court.

There has been a general movement throughout the bar associations of the country to have such a reform adopted in all of the departments of the government where there has been, occasionally, scandalous use made of information gathered by a practicing attorney when he was in the employment of the government.

The agitation for reform in the matter of attorneys leaving the commission and then reappearing as representatives of private interests began with Senator Wheeler's denunciation of the practice when the Federal Communications Commissioners were before Senator Wheeler's committee, the Interstate Commerce Committee of the Senate, last January. The Senator denounced the practice and said it had to stop and he hinted that a law might be passed to put an end to it. Among other things, Senator Wheeler said, "that it is an extremely bad practice, to say the least, for a man to step out of the Federal Radio Commission and then go up there before it and appear for private clients. * * * The Commission itself ought to do something about it."

The resolution introduced by Commissioner Payne following this discussion at the Capitol was found to be ineffective and a more stringent resolution was introduced yesterday.

For 473 Hours

TO TEST its equipment under a continuous grind, WIBM, Jackson, Miss., set what it claims is a world record by broadcasting continuously for 473½ hours. The only reason the station stopped at that time was because of a required transfer to the 1370 kc. channel. Equipment stood up well under the test, says Charles A. Hill, WIBM manager.

STANDARD BRANDS Inc., New York (Fleischmann's yeast) will present Bob Ripley, "Believe It or Not" cartoonist on the Sunday bakers series on NBC-WJC next fall.

WFIL adelphia

Only Philadelphia outlet for N. B. C. Basic Blue Network

560 Kilocycles 1000 Watts

Fitch Doubles Sales

ON THE BASIS of a 100% increase in business since going on the air in September, 1933, F. W. Fitch Co., Des Moines (hair lotion) is increasing its NBC-WEAF network from 21 to 57 stations and continuing the series through the summer. Western and Canadian stations are being added. Quoted in the *American Perfumer & Essential Oil Review*, Gail Fitch, advertising director, said: "The results of our radio program have been sufficiently successful to justify our broadcasting right on through the summer months."

Chocolate Drink Discs

CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink), planning an extended series, is recording *Buddy & Ginger* 15-minute programs at Mid-West Broadcasting Co. Inc., Minneapolis, with pressing done at Allied Phonograph & Record Mfg. Co., Hollywood. J. L. Sugden Adv. Co., Chicago, handles Chocolate Products advertising.

Socony Sport Parade

ALL MAJOR sports events in the South Bend, Ind., area are being sponsored over WSBT and WFAM, South Bend, by Socony-Vacuum Oil Co. Inc., New York, as a year-round *Parade of Sports*. The schedule for the year includes 118 hours on the air. Local announcers will handle the broadcasts. J. Stirling Getchell Inc., Detroit, is the agency.

Up To The

Minute Men

are employed by our station

★

Up To The

Minute Programs

Direct from New York

★

Up To The

Minute Equipment

Gives quality transmission

THE NORTHERN CORPORATION

Owners and Operators of

WMEX

1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560—Teletype Bos. 157

KJR

5,000 WATTS

CLEAR CHANNEL

N. B. C.
NETWORK
SEATTLE
WASHINGTON

Business is better in Washington State.

And business is much better for those firms who use KJR.

Sales managers will do well to advertise in this favored territory over this favorite station.

The Grand Coulee Dam and Bonneville Dam projects are speeding up business here.

You will get your share if you use KJR. Fisher's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

For information consult

Edward Petry & Co., Inc.

New York Chicago
Detroit San Francisco

"MENTION MY NAME"

Did you ever call on a new prospect with the "edge" of special permission to mention the name of someone already on the "in" with the prospect? It helps, doesn't it?

And here's a WWVA "Mention My Name" story that's mighty interesting: A direct mail advertiser using daily time on WWVA made this convincing test:

This advertiser selected one thousand names, at random, from the Wheeling telephone directory and mailed each a sales letter, purposely omitting any mention of his WWVA broadcasting. Result: Very few inquiries, and closures next to nothing. Next, the advertiser selected one thousand more names from the same telephone directory and mailed them the same material which was sent to the first thousand, with this one exception: he rubber-stamped on the envelope "Tune in on the Sterling program on WWVA every morning at 6:30". Result: A greatly increased percentage of inquiries which resulted in a high percentage of closures.

And so once more it is proved that WWVA has a reputation with its listeners. To "mention our name" in connection with a product *does* count. And all because we have built up that confidence between listener and station that "clicks" for advertisers. That's why we're crowded for time. Consult our representatives about the most responsive radio audience in Eastern Ohio, Western Pennsylvania and West Virginia.

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. VA

Representatives
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Hearst Radio Sues Owners of WMAL

Asks Performance of Contract Alleged to Have Been Signed

LITIGATION which may require six months before it can be settled, has been launched by Hearst Radio Inc., one of three bidders for WMAL, Washington, which offered $285,000 for the station, aside from leasehold accruals for the next three years which would amount to an additional $106,000. Other bidders were the Washington *Post*, and the Washington *Star*. The station, under a five-year lease which has three years to run at $36,000 per year, now is operated by NBC as its Washington Blue network outlet — a lease which would not be relinquished, it is understood, even with the sale of the station.

The Hearst suit was filed in the Supreme Court of the District of Columbia on April 29 by T. J. White, president of Hearst Radio Inc., through attorneys Elisha Hanson and Eliot C. Lovett. It alleged that on Jan. 12 the heirs of Martin A. Leese and his widow signed an agreement whereby the station would be sold for the $285,000 plus certain other considerations over a five-year period. The agreement, however, it was alleged, had not been complied with and the suit was filed to demand "specific performance" of this contract.

An answer will be filed for the Leese administrators on or about May 20, when it is due.

Named as defendants are Loraine Leese Good, daughter, Norman Leese and William Earl Leese, sons, and Mrs. Fannie I. Leese, widow. It was alleged that the Jan. 12 agreement had not been complied with but that on or about Jan. 31, 1935, in lieu of the deferred payments, the defendants demanded payment of the full purchase price and that Hearst agreed. About Feb. 1, the bill recites, Hearst proposed a more formal agreement, in order to have the matter arranged for presentation to the FCC. Despite this, however, it was charged that the Leese administrators "have refused, without cause or justification, to execute it."

The Jan. 12 agreement provided that Hearst pay the $285,000 purchase price by initial payment of $50,000 upon approval by the FCC of the transfer and sale; $20,000 each six months thereafter for three years; $50,000 in the ensuing year, and $65,000 the year after that. Interest was to be paid at $3,000 a year, or $1,500 accompanying each payment on the principal. Written into the agreement was the understanding that the revenue from the existing NBC lease of $36,000 per year, for the three years the contract has to run, would continue. Following expiration of this lease, however, Hearst would agree to pay $6,000 a year rental for the WMAL studios for three additional years.

Among other considerations was one that the call letters "WMAL" be continued for 50 years, and a second that the M. A. Leese Optical Co. for five years after termination of the lease with NBC would be given as a part of the sales agreement announcements over WMAL having a value of not less than $5,000 a year.

$1,995,000

. . . represents our investment in a highly trained staff of men and women whose brains, experience, and energy make your program a success!

. . . represents our investment in one of radio's finest organizations to keep KSTP the Dominant Station in the 9th U. S. RETAIL MARKET—that metropolitan area of Minneapolis and St. Paul where 74.3c of every retail dollar in Minnesota are spent!

For specific details and valuable market data write—

General Sales Office, KSTP, Minneapolis, Minn., or our

National Representatives— in New York: Paul H. Raymer Co.; in Chicago, Detroit, San Francisco: John Blair & Company.

MINNEAPOLIS
kstp
ST. PAUL

DOMINATES THE 9th U. S. RETAIL MARKET

Network Business Improved in April

Well Ahead of Level of 1934, Following a Good Winter

DESPITE the fact that national network advertising was at a remarkably high level of activity a year ago, after a winter of phenomenal recovery, both NBC and CBS nevertheless registered substantial gains in April this year over the gross income for the corresponding month in 1934.

In terms of percentages, the increases are not as marked as some of those recorded during the preceding months, but considering the degree of recovery which had been attained by April last year, the figures this year are considered extremely satisfactory.

Moreover, while the improvement that can be made over good months last year is not so marked as that possible where comparison is being made with the lean months between eighteen months and two years ago, the fact that gains are still being recorded shows that the saturation point has not yet been reached.

NBC took in $2,692,073 gross this April, or 12.4% more than a year ago, while CBS showed a percentage gain of 16.5 over its previous April income, with 1935 tallying $1,597,283.

The table shows comparisons:

NBC

	1935	*% Increase over 1934*	*1934*
Jan.	$2,890,190	20.9	$2,391,667
Feb.	2,757,475	20.3	2,197,297
Mar.	2,971,321	20.2	2,473,400
Apr.	2,692,073	12.4	2,368,118
	$11,311,059	16.6	$9,430,482

CBS

	1935	*% Increase over 1934*	*1934*
Jan.	$1,751,211	24.6	$1,405,948
Feb.	1,638,421	15.3	1,387,823
Mar.	1,819,553	19.4	1,524,904
Apr.	1,597,283	16.5	1,371,601
	$6,806,468	16.4	$5,689,276

NAB Ohio Committee

ORGANIZATION of the Ohio state committee of the NAB was effected in Columbus May 6, with a score of broadcasters of the state in attendance. Chairman Anning S. Prall, of the FCC addressed the broadcasters informally and Philip G. Loucks, NAB managing director, explained the purposes of the state organization. Fred Palmer, WBNS, Columbus, was elected chairman, John F. Patt, WGAR, Cleveland, vice chairman and Warren Williamson Jr., WKBN, Youngstown, secretary.

Thousands of Roses

RETAIL florists, members of Southern California Floral Industries, used a two-time spot on KHJ, Los Angeles, recently, in which a dozen roses were offered free to listeners as part of a campaign to make the radio audience "flower conscious".

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
Hollywood, Calif.

POOR MAN'S COURT ON THE AIR

By Amicably Settling Minor Disputes, Brooklyn Judge Has Developed Popular Program on WMCA

By HON. NATHAN SWEEDLER

Municipal Court Judge
Brooklyn, N. Y.

IN THESE DAYS, millions of the vast cosmopolitan population of the United States listening-in over the radio realize and appreciate that broadcasting, far beyond affording entertainment, is actually performing diversified important public service. Recently Station WMCA, New York, initiated a sustaining night broadcast which, interesting and helpful as any program on the air, enhances radio's service by bringing home to listeners the utility of and the benefits derived through such a public institution as "Good Will Court".

JUDGE SWEEDLER

As Judge in the Municipal Court in Brooklyn, and in 20 years previous law practice, I saw many years ago the crying need for a "poor man's court" for the settlement of disputes of every kind without technicalities, delays or lawsuits, free to all persons, irrespective of race, nationality, or creed. In 1928 "Good Will Court", long a fond hope, became a reality in carrying out such purpose.

When the result rectifies external difficulties, when it changes hatred into love and mutual antipathy and distrust into sympathetic understandings, among other altruistic objectives, then certainly the "Good Will Court" is entitled to the encomiums showered upon it by those who have used such tribunal, by jurists, by social workers, the press, and, now a broadcasting station in New York City.

Radio stations throughout the country, and particularly in industrial centers, will find a "Good Will Court" broadcast a unique and useful program which will attract a tremendously large audience, besides much favorable publicity.

Such broadcasts will not only extend direct service, by proper adjudications by guidance to those in distress, by enlightening the public through information imparted in each program, but will add to community welfare through so arousing public opinion as to insure the creation of more "Good Will Courts".

Station program directors can accept the assurance that, if confidences are observed, if identities are kept secret by presenting cases in key, it is possible, at little or no expense, to prepare and present to their listeners a most human "Good Will Court" program based on life's problems. Either on the reading of letters from those affected who cannot attend the broadcast, or by brief recital of cases by persons who are present, prominent members of the bench and bar, physicians, psychiatrists, clergymen, editors, economists — those who can give expert advice and guidance — will willingly come to the studio to act as "judges" in extending such public service as at the same time aids in solving difficulties confronting unfortunates.

Leading citizens of any community will consider as a compliment an invitation to be part of the studio audience to listen to such broadcast.

In my opinion, "Good Will Court" broadcasts, in addition to serving a direct purpose, will also be educational, because of the wisdom which must necessarily flow from "decisions" by men and women of the learning and experience of the "judges".

Purchase of New Radios First Choice of Chicago Families, Survey Shows

A NEW RADIO will be the next purchase of most Chicago families, the 1935 De Paul marketing survey of Chicago reveals. Tabulation of 5,931 personal interviews with families in all parts of Chicago, made by students in the marketing department of De Paul University's College of Commerce to find out what these families want to buy next, shows radios at the top, first choice of 11.1% of those interviewed. Automobiles are in second place, first choice of 9.7%, and rugs third with 5.4%.

These findings show a considerably increased interest in radio over last year, when automobiles were the first choice of 14.5 per cent of the families interviewed and radio a poor second with 7.7 per cent. In 1932, when the first De Paul marketing survey was made, automobiles ranked first with 24% of the families, electric refrigerators second, 19.5%, and radios third, 7.3%.

In these surveys families were asked to indicate first, second and third choice. The 36 items covered were not listed in alphabetical order but were chosen rather by drawing out; for example, automobiles came 26th on the list in the current study, which covers the month of March, 1935.

L. M. McDermott, professor of marketing at De Paul, told BROADCASTING's representative that the students are now conducting a survey of radio program preference in 6,000 Chicago homes.

Building of New Studios Of KNX Gets Under Way

WORK on new studios and quarters for KNX, Hollywood, started May 10, with completion expected by mid-July, according to a joint statement by Guy C. Earl Jr., president of Western Broadcast Co., and Naylor Rogers, vice-president and general manager. The new quarters will have some 20,000 square feet of floor space, including six studios as well as rehearsal and audition halls.

The main transmitter will remain at Sherman Oaks, in San Fernando Valley. K. G. Ormiston, chief engineer, is supervising installation of technical equipment and has just returned from an inspection trip in the East.

WWNC

Operated By The
Citizen Broadcasting Company, Inc.
ASHEVILLE, N. C.

Tourists . . . In!
Business . . . Up!

The heavy-spending season is now on in Asheville and Western Carolina. Retail sales, already good, will mount even higher the next few months. And WWNC is the sole blanket radio coverage of this far-famed tourist section!

Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

Over 4 billions*
SPENDABLE INCOME
in WFAA's Area

Send for WFAA's coverage map

*Authority: Sales Management Survey of Buying Power

800 K. C. WFAA 50,000 WATTS
DALLAS, TEXAS
Represented Nationally By Edw. Petry & Co. Inc.

Spot Radio Advertising Really WORKS in NEBRASKA

Here's ONE case of many:

A three-times-a-week advertiser received such encouraging results he increased his time to three—PER DAY! These, again, did so well that, within 30 days, he had contracted for FIVE—PER DAY—for ONE YEAR!

If YOU need inquiries—dealers—sales—use spot radio advertising in Nebraska. Nebraska is one of the top 6 states in per capita wealth. This money is being spent. We have an abundance of proof that Nebraska folks are among the nation's best buyers—and that spot radio advertising is the way to reach them.

Write for facts to the association office or any of the individual stations shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW
Omaha, Nebr.
KOIL
Omaha, Nebr. and Co. Bluffs, Ia.
KFAB
Omaha, Nebr. and Lincoln, Nebr.
KFOR
Lincoln, Nebr.
WJAG
Norfolk, Nebr.
KGBZ
York, Nebr.
KMMJ
Clay Center, Nebr
KGFW
Kearney, Nebr.
KGNF
North Platte, Nebr.

Daytona Beach Staff

WMFJ, 100-watt station at Daytona Beach, Fla., on 1420 kc., owned and operated by W. Wright Esch, Florida radio pioneer, is tied up with the All-Florida chain for special broadcasts and is using WBS transcriptions after a month on the air. Selection of the staff has been completed and it consists of Russ Brinkley, chief announcer and continuity director; Roger Skelton, dramatic director; Duke Brewer, commercial manager; Roscle Beech, commercial representative; Joseph Gardberg, chief engineer; Bryan Wright, assistant engineer; B. B. Esch, program director; Donald Hood, remote technician; Helen B. Pope, office manager.

WJAY

Cleveland
610 Kilocycles
An Independent Station
with
BIG Coverage
In Ohio

Code for Broadcasters Not Affected by Joint Resolution in Congress

SHOULD Congress adopt the joint resolution proposing extension of NRA until April 1, 1936, it would have no bearing whatever upon continuance of the code for the broadcasting industry, according to James W. Baldwin, executive officer of the Code Authority. As originally written, the resolution, while it would amend the existing law in drastic fashion by curtailing the powers of the NRA over certain types of industries, apparently would have no effect upon the broadcasting industry.

The measure still has to be considered in the House. As proposed in the Senate it is construed not to effect price-filing, which, in the case of the broadcasting industry, means the filing of rates with the Code Authority. Moreover, since radio broadcasting is definitely understood to be interstate commerce, code operations would not be disturbed. Only service industries in intra-state commerce would be relieved of code obligations.

Meanwhile there is pending before the U. S. Supreme Court the suit to test the constitutionality of the National Industrial Recovery Act, creating the NRA. Should this act be held unconstitutional, then all codes automatically would be dissolved unless salvaged by some unforeseen Congressional act.

A
VACATION PARADISE
surrounds

WCAE INCORPORATED
PITTSBURGH, PA.

So, Pittsburgh vacationists stay near home
In this YEAR-AROUND buying market they:
Camp on rivers and in primeval forests
Golf at Oakmont and other fine courses
Play at luxurious country clubs
And, wherever they go, whatever they do,
they have their radios along

So-What? So, they tune in WCAE, acknowledged
Pittsburgh's most popular radio station

WCAE BASIC RED NETWORK . . . . . NBC
Nationally represented by
PAUL H. RAYMER COMPANY
NEW YORK CHICAGO SAN FRANCISCO

Educators Oppose Upheaval of Radio At Ohio Sessions

Broadcasting a Neutral News Medium, Says William Hard

REFRESHING unanimity of view among educators, who apparently now appear to seek only modification of program routines and reforms in some methods of presentation rather than wholesale upheavals in radio, was displayed by the majority of speakers at the combined meeting of the National Advisory Council on Radio in Education and the Institute for Education by Radio in Columbus, O., May 6-8.

The meeting was held on the eve of the national conference on this subject called by FCC to convene May 15 in Washington and throws light upon the proposals that will be made at that important conference.

It was the first time the two educational groups had held joint meetings for the discussion of broadcasting conditions and techniques. Leaders in government, education and broadcasting addressed the sessions, including Chairman Anning S. Prall, of the FCC; Philip G. Loucks, NAB managing director; Dr. Levering Tyson, director of the Council, and Dr. W. W. Charters, chairman of the Institute.

FCC to Cooperate

CHAIRMAN PRALL spoke in restrained fashion of the relation of radio to education. He assured educators and broadcasters alike that the FCC desires to cooperate in the development of a definite and practical plan for expansion and modernization of education by means of broadcasting. "That there is a fertile field for such modern methods in this direction is unquestioned," he said. "A time more opportune to put it into effect has never presented itself, and that the universal demand for a broader use of radio for educational purposes increases as time goes on and as modern mechanical improvements mark the progress of the possibilities of radio makes its application to greater educational uses possible."

Retracing the history of education, Mr. Prall pointed out there has now developed radio as an instrumentality to broaden the educational horizons. Radio, he asserted, already is doing a tremendous educational service, far surpassing the newspapers, which he described as lacking the universality of circulation and the directness of appeal. "Scan the daily programs of our broadcasting stations and see how closely these cardinal school objectives are paralleled by the numbers broadcast over the radio," he said. "Many a radio program reads like a page from the curriculum of a progressive school."

It remains for the school, through constructive criticism, Mr. Prall declared, to aid in improving the quality of radio program service. He concluded that divergent views for harnessing education with radio will be presented at the May 15 conference and he called upon broadcasters and educators alike to do their share "to bring to a successful conclusion the work of this conference."

Pooling Experience

DECLARING he was in agreement with Chairman Prall's statement of several weeks ago that the fullest possible use of radio as an educational medium has not yet been found, Mr. Loucks proposed to the conference that the educators pool their experiences with the 15 years of experience of the broadcasters to find the solution. Summarizing his remarks, he said:

"Broadcasters alone have the responsibility under the law for what goes on the air. They have found certain principles peculiar to radio which must be observed in the successful presentation of educational programs. They have built and presented successful educational programs of their own and have cooperated successfully with groups of educators in presenting other educational programs. They have followed the objective that education by radio must be interesting and unbiased as well as democratic in its concept and supplementary in its purpose. They are cooperating and are willing to cooperate with educators. While they have found some disagreement among educators with respect to radio in education they have found that there is a general attitude among them that more adequate programs could be developed through closer cooperation. * * *

"The answer will be found, I believe, in the working out of a plan for cooperative action which contemplates on the one hand the utilization of the 15 years of experience accumulated by the broadcasters and on the other hand the application of the knowledge of those educators who have familiarized themselves with practical broadcasting problems. Upon this foundation could be erected a practical working laboratory in which broadcasters and educators could work harmoniously with a view to coming to practical agreements and solutions.

"Perhaps, at the beginning a single community could be chosen for this experimental work, using individual stations as the laboratories. The knowledge of administration, presentation technique, and educational program content acquired in this single experiment could then be applied throughout the land. As programs of tested worth and merit are devised and it is found that they will attract and hold large audiences, they should be offered to nation-wide audiences."

Reaction of Women

IN AN "open letter" to the FCC, which constituted his speech, Dr. Tyson satired radio as a three-ring circus (five ring including locals) and chided broadcasters for the sameness of programs, plus an over-supply of comedians, crooners and the like. He asked the FCC to "crack the whip", since it has the authority, and bring about a greater diversity for the sake of the listeners. "It seems to this listener,"

Butte, Montana
Where Silver is mined
KGIR **NBC outlet**

he concluded, "that a proper distribution of different types of performances on a single station and as between stations is far more important, so far as listeners are concerned than the allotment of some compulsory percentage of time to any one or more classes of service that the broadcast showmen try to give."

Women's reactions to programs were presented by Mrs. Harold V. Milligan, chairman of the Women's National Radio Committee, and Mrs. B. F. Langworthy, president of the National Congress of Parents and Teachers. The former said her group, representing affiliated clubs with 10,000,000 women members, has lined up for better radio, and has organized listener groups to hear and discuss worthwhile programs; is tabulating programs sponsored by advertisers on local stations, and is writing to broadcasters, telling of programs appreciated and not appreciated.

Mrs. Langworthy described so-called children's programs as the greatest radio problem of the day. She said that radio may prove a Frankenstein, "unless, in their wisdom, those who control the programs, guided by the intelligence of us who listen, shall keep the radio their slave and not allow it to become their master."

Freedom of the Air

SEGREGATION of a "decent proportion" of the air for educational institutions was advocated by President Herman G. James, of the University of South Dakota, as a means of checking the "rise of the demagogue". These facilities, he said, "should be definitely and lastingly protected against encroachment either by the political administrations that happen to be in power or by special interests." While he said the danger of government interference with liberty of speech and of press is remote, he nevertheless saw the possibility of radio censorship or suppression by governmental action as "very real".

William Hard, news commentator and political analyst, pointed to Dr. James' statement as in direct conflict with that made several years ago by President Glenn Frank, of the University of Wisconsin, who said "radio will be the death knell of the demagogue". Thus, he added, radio has been unpredictable in its nature. "Radio," Mr. Hard asserted, "was to revolutionize education. It has not done so. It was to revolutionize politics. It has not done so. In my judgment it cannot do so."

Describing the American system, as good, Mr. Hard suggested several steps which, in his opinion, would make it better and maintain freedom of the air. He proposed a limit on the number of radio channels that can be occupied by one ownership and a check on the tendency toward newspaper ownership of radio stations.

Freedom of the air is maintained, he said, not by legislation, but by "the multitudinousness of radio station ownership. If any one station tried to close its air to certain ideas, there is almost always some neighboring station which, under a different and competing ownership, can be persuaded to give those ideas an opportunity to reach the ears of listeners who like the idea in question. I think that some limit should be placed to the number of radio stations which can be controlled in their political policies by the head of one organization. * * *

John Law on the Job

EDGAR H. FELIX, radio consultant, and his assistant, J. C. Waller, were arrested in Wilmington, Del., as suspicious characters while measuring field strength of the new 50 kw. transmitter of WOR, Newark. The police figured that they were conducting some sort of short-wave communication for bootleggers. In the future they plan to carry a bundle of credentials that will satisfy alert guardians of the public welfare. The Wilmington grilling lasted several hours before they were released for lack of evidence.

Neutral News Conveyors

"THERE are now more than 100 stations owned by newspapers. Mr. Hearst is accumulating a whole group of them. Newspapers, in the preservation of liberty, have a different function from the one that is properly discharged by radio stations. Radio stations are properly essential neutral conveyors of all varieties of thought. Newspapers can properly have editorial policies. * * * But is a man, saturated with editorial conviction and dedicated to propagandist activity, the best possible sort of a man for the controlling of a properly, utterly neutral form of opinion such as a radio station?"

Among others who addressed the sessions were George R. Bryant, emergency schools supervisor for the FERA in Ohio; Raymond G. Swing, editor of *The Nation*, who forecast changes in radio in the future; Miss Agnes Samuelson, Iowa State superintendent of public instruction; Conyers Read, chairman of the American Historical Association's radio committee, and Tracy F. Tyler, secretary for the National Committee on Education by Radio.

The visionary plan for a government network, alluded to elsewhere in this issue, was discussed by Dr. A. G. Crane, president of the University of Wyoming, and member of the Morgan anti-commercial radio educational group.

RCA Profit Up 31%

CONSOLIDATED gross income of Radio Corporation of America for the first quarter amounted to $21,265,789 compared with $19,133,919 last year, David Sarnoff, RCA president, informed stockholders May 7 at the annual meeting. This represents an advance of 11%. Net profit for the quarter was $1,618,025, a gain of 31%. Mr. Sarnoff said this was the sixth consecutive quarter in which RCA earned a profit. Directors elected for three years were Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden, David Sarnoff; other directors are James G. Harbord, chairman; Newton D. Baker, Cornelius N. Bliss, Bertram Cutler, De Witt Millhauser, Edward J. Nally, James R. Sheffield, Frederick Strauss.

WFIL Religious Policy Is Placed in the Hands Of Local Cleric Group

ADOPTION May 12 by WFIL, Philadelphia, of a religious policy similar to that of NBC but conforming to its regional position places broadcasts of this type under the supervision of an Advisory Council composed of three prominent Philadelphia clerics, Donald Withycomb, general manager, has announced. Sponsored religious programs will not be accepted.

The station will cease broadcasts from churches, except for outstanding events, replacing them with speakers recommended by the council. Suitable musical background will be supplied by WFIL and programs will originate in the studios. In addition the council will pass on all requests from individuals and organizations for the use of WFIL's facilities for religious programs, each request to be referred to the member of the council representing the faith of the applicant.

Members of the council are Rt. Rev. Mons. H. L. Lamb, chancellor of the Archdiocese of Philadelphia; Rev. J. A. MacCallum D.D., minister of the Walnut St. Presbyterian Church, and Rabbi Wm. H. Fineshriber D.D., of Temple Keneseth Israel.

WFIL will continue to carry religious programs supplied by the NBC-WJZ network. The purpose of the policy, says Mr. Withycomb, is to present sacred programs of general appeal non-controversial in character.

Currier's Spots

A SERIES of 25-second dramatized disc announcements for McKesson-Western Wholesale Drug Co., Los Angeles (Currier's tablets) is being rotated among six western stations in a test campaign and will continue through the early summer. The 15 discs were transcribed at RCA-Victor Hollywood studios. Logan & Stebbins, Los Angeles, is the agency. The discs are placed on KHJ, Los Angeles; KFRC, San Francisco; KOIN, Portland, Ore.; KFPY, Spokane; KSL, Salt Lake City; KLZ, Denver.

Market With
MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership	3rd
Automobile Ownership	5th
Radio Ownership	2nd
Industrial Payrolls	6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

"Bruno" The SYMBOL of QUALITY

TRUE Fidelity

Again "Bruno" meets the demands of broadcasting stations with their high fidelity "RV-3" microphone.

True Reproduction - Clear Cut Tones - Sparkling Notes - *the "RV-3" has everything your audience desires!*

These exclusive features recommend the use of the "RV-3" microphone:

- High fidelity characteristics.
- Frequency response 30 to 14,000 C.P.S.
- Highly directional.
- Reverberation reduced to a minimum.
- Rugged construction.
- Guaranteed for one year.

Get your copy of Bulletin "B" describing this microphone in greater detail.

BRUNO LABORATORIES
20-22 West 22nd Street
NEW YORK, N. Y.

RADIO
OUTLINE MAPS
of the
United States

Every city in the U. S. having a radio station as of February 15, 1935, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
Single Copies	10c

BROADCASTING
combined with
Broadcast Advertising

National Press Building
Washington, D. C.

AFA Will Discuss Retailing by Radio

Broadcast Issues on Agenda Of Convention Next Month

RADIO as a medium for retail advertising and the mutual problems facing the buyers and sellers of radio advertising will be the two principal topics to be discussed at the annual meeting of the NAB commercial section, to be held at the Palmer House, Chicago, June 10-11, in conjunction with the 31st Annual Convention of the Advertising Federation of America.

General meetings of the Commercial Section will take place on Monday and Tuesday mornings, while a special meeting of the NAB Commercial Committee will be held on Tuesday afternoon. Progress made by the NAB in the establishment of an agency recognition bureau, and in its efforts for the creation of a cooperative bureau for the determination of coverage and listener data will be among the matters discussed by the Committee at that time.

Panel Discussions

IN ADDITION to the general topics of the meeting, the NAB has planned addresses by Anning S. Prall, chairman of the FCC and E. J. Adams, chairman of the Special Board of Investigation of the Federal Trade Commission. Chairman Prall has been invited to speak on Monday morning and Mr. Adams on Tuesday morning.

A unique feature of the Commercial Section meetings this year is the fact that they will be organized in the form of panel discussions. Under this system varying points of view regarding the problem under consideration will be presented by leading authorities, following which discussion will be opened to all present.

The retail broadcast advertising meeting will be held Monday morning. The following speakers have been invited to participate in the panel discussion at that time: Mrs. Margaret Fitzgerald, advertising manager, James McCreery & Co., New York; Frank W. Spaeth, manager of the sales promotion division, National Retail Dry Goods Association; Kenneth Taylor, vice president, John Taylor Dry Goods Co., Kansas City; John Shepard, 3d, president of WNAC, and owner of the Shepard Stores; John M. Henry, manager, station KOIL, Omaha; Walter J. Neff, sales manager, WOR, Newark, and Dr. Herman S. Hettinger, merchandising department, University of Pennsylvania, and at present research director of the NAB. H. K. Carpenter, manager, WHK, Cleveland, will preside as chairman.

Subject matter of the Monday morning meeting will include matters such as the coordination of broadcast advertising with the other phases of the store promotion program, the particular ways in which retailers can most effectively use radio, the mutual problems of retailers and broadcasters and developing a radio advertising campaign, special problems facing different types of retail stores and the like.

Tuesday morning's panel will be concerned principally with questions such as the standardization of coverage and listener data, recognition, merchandising service, and similar items.

Speakers who have been invited to participate in this panel are: John A. Benson, president, American Association of Advertising Agencies; Duane Jones, Blackett-Sample - Hummert, Inc.; Stuart Peabody, the Borden Co., chairman of the board of the Association of National Advertisers; Hugh K. Boice, vice president in charge of sales, CBS; Edgar Kobak, vice president in charge of sales, NBC; John F. Patt, manager of WGAR, Cleveland; Lloyd C. Thomas, manager, WROK, Rockford, Ill.

Arthur B. Church, chairman of the NAB Commercial Committee will preside at the Tuesday morning meeting.

Silver Dust Series

A SERIES of 104 announcements for Silver Dust were started May 10, over 22 Eastern stations. With one exception, all the announcements are of one minute duration. Over WOR the announcements are for five minutes. This series of daytime announcements will be heard twice a day on Monday, Tuesday and Wednesday; three times a day on Thursday and Friday. Live announcements are being made at present, but transcriptions will be shipped out in about ten days. The stations are: WMCA, WCAU, WFBR, WRC, WGBI, WBRE, WHP, WFBG, WJAC, KDKA, WWVA, WSAZ, WMMN, WTAG, WTIC, WOR, WCHS, WBEN, WSYR, WHAM, WNBF and WGY. Batten, Barton, Durstine and Osborn Inc., is the agency.

FEDERAL TELEGRAPH CO. RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

Small Tire Store, By Adopting Radio, Outselling Rivals

Popular Program Builds Trade To Biggest in Greenville

A SMALL service station in Greenville, S. C., using WFBC, and accommodating only four cars at a time, sells more tires than any other Greenville dealer, many of whom have as much as 20 times the floor space. The service station is the Buck Rawlings Tire Co., located on a bridge near the center of the city, and agent for Kelly Springfield tires.

The sponsor's program costs about $150 a week. It is a half-hour long and is heard Thursday nights at the same time as the Fleischman program with Rudy Vallee. The Rawlings company traces its success directly to its radio advertising.

A Full House

THE SHOW was first presented from the WFBC studios in the Imperial Hotel. So many studio visitors came that the studios could not accommodate them. The show was moved to a large school auditorium capable of accommodating 1,000. This became too small. After the fourth broadcast from this point the minstrel was moved into the Carolina Theatre, largest in the state, and every Thursday night a packed house greets the performers.

The show is produced by Ham McBee, a former professional minstrel man whose particular talent is blackface comedy. It contains three other blackface comedians, a male quartet, two soloists, a girls' trio and a band.

An interesting part of the story is the fact that a half-hour program, on an independent station, can yield a profit to a sponsor who is paying $150 per week for it when it's on the air in competition with one of chain radio's most popular programs.

Suit Against KMTR

KMTR, Hollywood, was sued in April by Wallace S. Wiggins and Ernest L. Spencer, incorporated as "The Voice of the Orange Empire". Plaintiffs seek to recover $6,389 in asserted damages resulting from discontinuing the Western Union lines from KREG, Santa Ana, to KMTR, Hollywood, last July.

Four oil companies which have used NBC for two or more years—Sun, Sinclair, Standard and Richfield—again will be on the air during the summer, with increased use of auto radio sets making the medium a "natural" for sales promotion among motorists.

Mexicans Seek Boosts

XEMO, Tijuana, Mexico, and XEBC, Agua Caliente, Mexico, have petitioned the Mexican government for increases to 50,000 watts. Baron Long controls XEBC and Wirth Bowman, XEMO. The stations are said to be taking considerable business from KFSD and KGB, San Diego, though much of it is in accounts which cannot be handled by American stations.

RECOGNIZING THE ANNOUNCER

Objectives of Proposed Association Are Described By the Organizer of the Movement

By VERL D. BRATTON
WREN, Lawrence, Kansas

Mr. Bratton

"ANYBODY can announce!" — Such was the general opinion during the early days of broadcasting, and such is the opinion of some people today. Someone hands the announcer a sheet of continuity, tells him what studio to use—someone points out the proper mike, shows him how to turn it on—following someone's direction, the announcer reads continuity that someone else wrote.

Now let's take another viewpoint for a moment. Mr. and Mrs. X are listening to the radio. In response to a brief commercial plug, a discussion arises which results in the purchase of the product advertised on the program. Who started that discussion? Mr. and Mrs. X will answer, "We were listening to the radio and the announcer said ______." So anyone can announce, Anyone is competent to represent the manufacturer, the advertiser, the program, and the station as a radio guest in the home of Mr. and Mrs. X?

Of course not! Today a good announcer must possess an ever increasing list of qualifications. His vocation is fast becoming a profession with the educational prerequisites of a profession.

The Time to Rise

DURING my seven years with WREN I have deplored the fact that announcers have been the recipients of so little recognition for their part in the advancement of radio. As a result, I have taken it upon myself to correspond with announcers throughout the United States, suggesting that the time is propitious for announcers to become associated and acquainted through the formation of a national association for the distribution of information of particular interest and assistance to announcers. Unfortunately, in a few isolated cases my suggestion has been misconstrued as an attempt to foster an "announcer's union". Nothing has been farther from my thoughts.

The objectives and standards of this association must of course be determined by a representative national committee. I realize that the competitive atmosphere which surrounds many stations of the same trade territory has been prohibitive to local cooperation. However, no one can deny that a national exchange of ideas is inevitably an asset to all concerned.

As main objectives, I would suggest: Through standards of admittance to membership, through cooperation between members in discussion and exchange of ideas, to gain the recognition in the work of advancing radio that our profession rightly deserves.

An announcer is no longer merely a convenient "mouthpiece". Station managers and advertising agencies are well aware of the fact that the experience, knowledge, foresight, and adaptability of the announcer plays no small part in the making of a successful radio production. In no few cases the announcer of today is the station executive of tomorrow.

Admission Standards

I HAVE received letters of suggestion and encouragement from all parts of the United States, and all seem to be in general accord as to standards and purposes of the association. Standards for admission suggested are: Eighteen months continuous active announcing experience, and, recommendation of the station manager. There must, of course, be some instrument through which exchange of ideas, expression of personal opinion, round-table discussions, and national news may be published.

Several suggestions as to the manner of effecting an announcers association have been offered. The general opinion is that we should hold a national meeting in Colorado Springs during the NAB National Convention there in the early part of next July, provided the NAB has no objection. Such a national meeting would enable us to establish our association immediately.

Other suggestions which I have received include the extending of membership to include the entire radio production staff. These are, as I say, suggestions which I have received in response to my proposal that a national association be formed. I hope that those who have not as yet expressed themselves to me on the subject will do so immediately, for the success of any such enterprise depends entirely upon the interest and cooperation of those directly concerned. I am also interested in knowing how station managers feel about the value of such an association.

I wish to extend personal thanks for cooperation received from BROADCASTING Magazine; Mr. Vernon H. Smith, manager of Station WREN; Ernest Pontius and George Callahan, my fellow announcers at WREN; and from the following announcers and their stations:

Chester Veeder, Robert Rissling, Phillip Brooke and John Sheehan of WGY; J. Howard Ackley of WOWO; Jack Shannon of WFBL; Hal Lansing of WTCN; John Jaeger of WNEW; Arthur F. Edes of WEEI; Daryl McAllister of WKY; A. K. Redmond of WHP; Jack Knell, Lloyd Dennis, Wayne Henry Latham, Bill Whitfield, Ken Smith of WHDH; Raymond Hollingsworth of KGRS; Larry Coke of KGNF; Bill Goodrich, John Peter DePagter and Ray Olson of WNAX; F. C. Sowell, Jr., Herman Grizzard, and Charles S. Roberts of WLAC; Charles A. Smithgall of WGST; Monte Rosenwald of KOB; Howard J. Perry of W2XR; Jack L'Ecuyer and Frank Stewart of WACO; Reginald Allen, Lee Vickers and J. B. Clark of WDNC; C. Wilbert Pettegrew of WOSU; H. William Koster, Howard W. Memmott, Arthur Wallberg and Kenneth Houseman of WPRO; A. E. Mickel of KFJB; Harry Wood and Gene Reynolds of KFPW; Vern Hansen, Albert Gilbert, George Comte and James Fleming of WHA; Noel R. Van Hecke of WIBU; Carl Menzer of WSUI; C. M. Garnes, Joe Lee, Paul Hughes of KADA; Claude H. Haring, J. Melville May of WCBA and WSAN; Ronald Jenkins of WSOC; C. M. Rowe of WCAT.

Youthful Group Starts Station in Parkersburg

ESTABLISHED by five young men under 25, WPAR, Parkersburg, W. Va., a 100-watt full time station, will begin operation June 1 after a year of preparation. The station, to operate on 1420 kc., has established studios in the Chancellor Hotel and becomes the first broadcasting unit in that city.

Heading the Ohio Valley Broadcasting Corp., which created the station, is Max A. Morgan, nephew of former Gov. E. F. Morgan of West Virginia. Although only 24, he has been identified with technical radio for six years and will serve as WPAR chief engineer. General manager of the station is Harold McWhorter, who has had five years experience in radio. Other organizers are Marion H. McDowell, a licensed amateur since 1925, who designed the equipment; Ken Given production manager and announcer, and Sherwood Musgrave, publicity director.

RETURN of Admiral Richard E. Byrd to the United States was broadcast May 10 over networks, with a number of independent stations taking the program.

CONGRESS
is in session

This interesting assembly has attracted thousands of people to Washington . . . Society, too, has taken on vivid color as guest lists read like a World's "Who's Who". You will enjoy Washington.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

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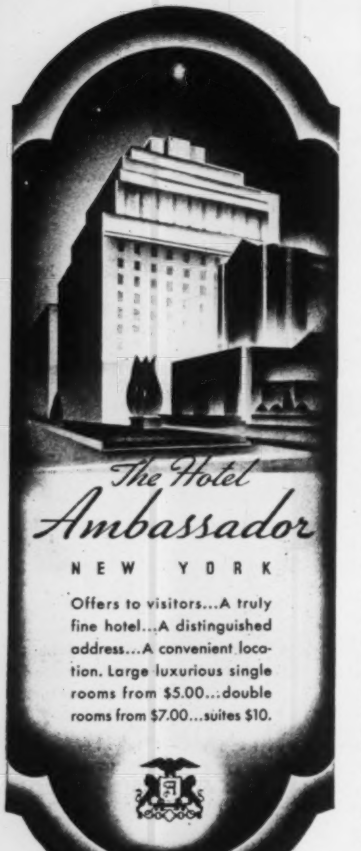
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Offers to visitors...A truly fine hotel...A distinguished address...A convenient location. Large luxurious single rooms from $5.00...double rooms from $7.00...suites $10.

WLWL to Resume Lobbyist Campaign

Petition for Clear Channel on Full Time Set for Hearing

COINCIDENT with the action of the FCC denying the motion of WLWL, New York, operated by the Paulist Fathers, for a junior reallocation of stations to provide the New York station with full time on an existing clear channel, it became known that the Paulists would resume their intensive lobbying operations in Congress in an effort to force favorable action.

After denying the motion May 1, the FCC Broadcast Division ordered the petition set for hearing June 27. This places the burden of proof on WLWL to show why the far-reaching shifts should be made, whereas, if the FCC had followed the suggested course of WLWL, the other stations would have been called in to show cause why the action should not be taken.

The WLWL proposal, submitted Jan. 15, would affect the assignments of nine stations in different parts of the country and five clear channels, two of which would be duplicated if the plan were approved. The Paulist station was responsible for much of the Congressional agitation against the FCC and broadcasting generally at the last session, all because of its quest for a clear channel assignment as against its present allotment of two days a week. The station operates commercially and the full time is sought admittedly for commercial rather than ecclesiastical or eleemosynary purposes.

Because of the FCC decision denying the petition without a hearing, a report has been circulated that the Paulist lobby will resume its anti-FCC and anti-network operations at once. So insidious did this lobby become last session that thousands of letters were sent to members of Congress demanding action. In the lobby last year were Father John B. Harney, superior of the Paulist Fathers, James Kiernan, chief advisor for the station and a member of the Broadcasting Industry Code Authority and Michael Flynn, one of the legislative representatives of the American Federation of Labor. In one quarter it was said that efforts would be made to have the Senate and House committees identified with radio call immediate hearings at which the issue of alleged FCC discrimination and network monopoly would be raised. Radio attacks over WLWL, against the networks, were resorted to last year and may be resumed.

Whether the hearing will be held June 27 is problematical. Apparently the hope of the WLWL lobby is to get Congressional action of some sort in advance of that date. Moreover, advance notice already has been served by several of the stations affected that they will oppose the plan insofar as it has to do with their own assignments.

Stations which are directly involved in the WLWL proposal and which will participate in the hearing, if it is held, include in addition to WLWL, the following: WWL, New Orleans; WCCO, Minneapolis; WFAA, Dallas; WBAP, Fort Worth; WNYC, and WOV, New York; KSL, Salt Lake City and WPG, Atlantic City. It is understood that WNYC, operated by the City of New York, WFAA, and WWL protested against any action without hearing. (For the detailed WLWL proposal, see Feb. 1 issue of BROADCASTING.)

Store's Radio Month

BOSTON STORE, Chicago department store, is sponsoring an amateur radio show in connection with the store's 62d anniversary celebration which runs for the entire month of May. Programs are broadcast at 9:30 a. m. each weekday morning, Monday, Wednesday and Friday over WMAQ; Tuesday, Thursday and Saturday over WBBM. Norman Ross, NBC announcer, acts as master of ceremonies on the broadcasts and also conducts the tryouts each afternoon, both of which are held in the store's own studio. The program is placed through Dade B. Epstein Adv. Agency, Chicago.

Name Representative

WDRC, Hartford, Conn., has named Free, Johns & Field Inc., as national sales representative, effective May 1. WMAZ, Macon, Ga., also has named the new subsidiary of Free & Sleininger Inc., as its representative, effective May 1, according to E. K. Cargill, president and general manager.

EDDIE CANTOR has been signed to return next fall in a new CBS series for Lehn & Fink Products Co., New York (Pebeco toothpaste).

CRC Broadcasts Mostly Sustaining

Only 8% of Its Income Comes From Advertising Programs

By JAMES MONTAGNES

THAT the Canadian Radio Commission does not make great inroads into commercial broadcasting was shown at the investigation of the Canadian Performing Right Society at Toronto, when Col. Philip Landry, bi-lingual secretary of the CRC, told the investtigation that 92% of the commission's budget comes from license fees paid by radio listeners, and only 8% from commercial advertising over commission stations.

The fact was revealed when Col. Landry gave the investigation figures as to the fees paid by the commission to the Canadian Performing Right Society. In 1934-35 the Commission paid $15,894 to the society in license fees, while in 1933 the Commission was charged less, with rates varying from $980 for each 500 watt station to $2,500 for a 5 kilowatt station. The Commission was almost crippled when in December 1933, the society secured an injunction restraining it from using its repertoire, which as Col. Landry pointed out, contains about 90% of all popular music.

Triple Payments

WHEN broadcasting *Chu Chin Chow*, the Commission was forced to pay three times for the rights to the music, once by the society which claimed all Canadian rights, and twice by United States publishers who claimed the sole right to the music, Col. Landry told investigating Judge James Parker of Toronto. The Canadian Performing Right Society is undergoing an intensive investigation into its activities and its new and higher rate schedule recently filed with the government at Ottawa. The inquiry is to be conducted throughout Canada, following which Judge Parker will make his report on the investigation.

Further radio evidence brought out at the investigation showed that the number of radio sets in Canada is 1,308,000 according to R. C. Poulter, editor of *Radio Trade- Builder*, while the government license figures give only some 750,000 radio sets licensed. Government officials could not explain the entire difference, but pointed out that people on relief having a radio were not required to pay a license fee, if they could show that they were actually on relief, thus accounting for a considerable number unlicensed receivers.

CKCL, 100 watt station at Toronto, pointed out through its president and general manager, Henry Gooderham, that it operated each year at a loss, but paid the Canadian Performing Right Society $917 for license fees in 1933, and in 1934 was forced to pay $1,755.

* * *

THE latest list of Canadian Radio Commission stations shows that there are now 53 stations affiliated with the Commission, 25 of which are basic stations on its regional nets. The CRC owns and operates seven stations of the total, while two are on the short waves operating for the Far North.

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Big Oil Sponsors Active for Summer

Using Time Liberally During Season of Heavy Motoring

THIS summer all the leading gasoline companies will be sponsoring for the first time one or more radio programs over the national networks during the warm season. From reliable sources BROADCASTING has obtained the following information as to the summer plans of these leading oil companies. Below are listed the plans of each company.

The Shell Co. began a new series of programs on April 6, a coast-to-coast hour program over NBC-WEAF network. Individual subsidiaries of the parent company have sponsored radio programs in the past, but this is the first time all three, Shell Eastern Petroleum Products, Inc., N. Y.; Shell Oil Co., San Francisco; Shell Petroleum Corp., St. Louis; have combined and sponsored one radio program. Shell is using no spot broadcasting.

Cities Service Co., one of the oldest oil programs on the air, now in its ninth year. This program will continue throughout the summer. It is heard over the NBC-WEAF network as far west as Salt Lake City. A little spot broadcasting is used by this company.

Richfield Oil Co., of N. Y. is sponsoring a 15-minute transcription *Jimmie Allen* over 16 eastern stations. This program is scheduled to sign off June 28. No summer plans completed as yet.

Gulf Refining Series

GULF REFINING Co. will continue on the air throughout the summer. A new program will replace Will Rogers June 9 and it will continue for seven weeks. This is in accordance with the Gulf policy of changing the entertainment at regular intervals. No spot broadcasting is used by this company. This program is a 30-minute show on CBS.

The Sun Oil Co. plans to continue on the air throughout the summer. The company broadcasts five days a week over the NBC-WJZ network.

Standard Oil Co. of N. J. is contemplating a network program to begin early in July. No definite plans have been made as yet, nor have any contracts been signed.

Socony - Vacuum Oil Co. intends to continue the *Soconyland Sketches* through the summer but there is a possibility that the program will be changed. This show has been sponsored by the company for the last eight years. It is the oldest dramatic program on the air. Last spring the sponsors queried listeners as to whether they wanted a change in the program; 40,000 letters said "leave as is". This strong mail-pulling power, no doubt, is largely responsible for its long run on the air. The program is broadcast in the New England and New York States over CBS. Socony-Vacuum is experimenting in two localities with local shows. In Rochester, N. Y., over WHAM, an elaborate musical show called the *Socony Pleasure Cruise* is given from the stage of the city's largest movie house. This is proving itself of value in tying in the sponsor with local interests, as is the case with the *Socony-Vacuum Spotlight* over WEEU, Reading, Pa., in which Berks county is provided with its own local commentator on news of local interest. Subsidiaries of the company are sponsoring transcriptions of the *Red Horse Ranch* as well as sport broadcasts in certain localities.

The Texas Co. will continue on the air this summer over the same NBC-WEAF network coast-to-coast. Ed Wynn will be on vacation. Eddy Duchin and his orchestra will carry on with a male voice. Auditions are being held for a male voice at present. No spot broadcasting is used.

Sinclair Refining Co. will continue sponsorship of the *Sinclair Greater Minstrels* heard over the NBC-WJZ network as far west as Denver. The program has been sponsored by Sinclair since December 1931. No spot broadcasting is used.

In mentioning that a company does not do any spot broadcasting BROADCASTING does not include the programs sponsored by individual dealers in their respective territories.

Inter-City Group Grows

(*Continued from page 12*)

"that they may be included in our program service. An interesting feature of this arrangement is that is it not contingent upon the sale of time for existence."

The basic rates for "Inter-City Presentations", aside from the night hours (between 6 p. m. and 11 p. m., already mentioned), are daytime $521 per hour, $302.50 per half hour and $187.50 per quarter hour. These are in effect between 8 a. m. and 6 p. m. Frequency discounts are less than 26 times, net; discounts for 25-51 times 5%; 52-103 times 10%, and 104 times or more, 15%.

As to programs, the arrangement also includes interchanges among the stations. Programs from Baltimore and Washington will be fed to the hook-up, to supplement those originating at WMCA and WIP.

Hearst Interests Manage Two West Coast Stations

HERALD Publishing Co., Hearst-owned Los Angeles publishers of the *Evening Herald Express*, on May 1 took over the operation of KELW, Burbank, and KTM, Santa Monica-Los Angeles. The firm had an option on the two stations for more than three years, but had withheld actual taking over of the stations until final FCC rulings and court decisions had been given.

The new owners made no immediate change in the staffs of either station. Abe Corenson will temporarily continue as manager of KELW, while George Martinson will continue in charge for the present at KTM. Don Keeler, business manager of the *Herald-Express*, is in immediate general supervision of the stations. Eugene Inge, radio editor of the *Herald-Express*, has temporarily taken immediate direction of both stations for general policy. The paper is continuing its affiliation with KFAC, Los Angeles.

Schwartz Cigar Expands

SUCCESS of the amateur show from the Fox theatre, Detroit, sponsored on WJR, Detroit, by Bernard Schwartz Cigar Corp., Detroit, has persuaded the sponsor to stage a similar program from the Oriental theatre, Chicago, over WBBM. C. F. McIntyre & Associates, Detroit, is the agency.

Ed Wynn's Vacation

ED WYNN, who has just celebrated his third year on the air under the sponsorship of Texaco, will take a well-earned vacation immediately after the June 4 broadcast. Ed has just had his boat overhauled and two new engines installed and plans to spend all his time on the water. BROADCASTING was informed, on good authority, that Wynn and the Texas Co. will resume the program in the fall. A musical show will be substituted, during the summer months, on the same network.

ONE of the pioneer variety shows in radio and a feature of the CBS-Don Lee network for more than nine years, *Blue Monday Jamboree*, is now being heard over a nationwide CBS network Mondays, 9-10 p. m. (PST). It is produced by Harrison Holliway, manager of KFRC, San Francisco.

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
APRIL 30 TO MAY 11, INCLUSIVE

Decisions . . .
APRIL 30

WJMS, Ironwood, Mich.—Granted license for CP move transmitter 1420 kc 100 w unltd.

WAIM, Anderson, S. C.—Granted license for CP new station 1200 kc 100 w unltd.

KGKY, Scottsbluff, Neb.—Granted license for CP new equip., increase power 1500 kc 100 w N 250 w D unltd.

WHBL, Sheboygan, Wis.—Granted license for CP change equip., 1410 kc 500 w D & N, S-WROK.

WJTL, Atlanta—Granted modif. license move studio to Volunteer Life Bldg., Atlanta.

KSO, Des Moines—Granted modif. CP to request changes in equip., approval transmitter site, extend completion.

KLZ, Denver—Granted modif. CP change equip., extend completion.

KTUL, Tulsa—Granted amended modif. license change to 1 kw D 1400 kc unltd.

KJBS, San Francisco—Granted auth. use present antenna temporarily.

KGKO, Wichita Falls, Tex.—Granted extension temp. auth. use added 250 w N to 5-31-35.

WOL, Washington—Granted CP change equip.

WMFG, Hibbing, Minn.—Granted modif. CP transmitter site 1210 kc 100 w unltd.

KGB, San Diego, Cal.—Granted modif. CP extend completion.

KGRS, Amarillo, Tex.—Granted consent vol. assignment license to Plains Radio Brdcstg. Co.

WWJ, Detroit—Granted CP move transmitter locally.

WKBW, Buffalo; WSMB, New Orleans; WHEC, Rochester, N. Y.; WGAR, Cleveland; WIOD-WMBF, Miami—Granted renewal license temp. basis for period one month from 5-1-35.

WEAN, Providence, R. I.—Granted modif. license from 250 w N 500 w LS to 500 w D & N.

NEW, Hart & Nelson, High Point, N. C.—Granted CP 1200 kc 100 w D.

WKBF, Indianapolis—Granted temp. renewal license for May.

SPECIAL AUTHORIZATIONS—WABI, Bangor, Me., granted temp. auth. operate spec. hours; KQV, Pittsburgh, granted extension temp. auth. operate simul. WSMK to 5-1-35; WSMK, Dayton, O., same as KQV; WDBO, Orlando, Fla., granted extension temp. auth. use added 750 w N to 5-1-35; WJEJ, Hagerstown, Md., granted extension temp. auth. use 50 w spec. hours in May; KSO, Des Moines, granted extension temp. auth. use composite transmitter to 11-1-35; KWEA, Shreveport, La., granted extension temp. auth. remain silent in May; WNAD, Norman, Okla., granted temp. auth. operate spec. hours; WFIL, Philadelphia, granted extension temp. auth. use former WLIT transmitter for emergencies; WKAR, East Lansing, Mich., granted temp. auth. operate spec. hours; KGKB, Tyler, Tex., granted temp. auth. operate spec. hours in May.

SET FOR HEARING—NEW, Conn. Brdcstg. Co., CP 1370 kc 100 w unltd.; NEW, Central Brdcstg. Sta., Brewnwood, Tex., CP 1210 kc 100 w unltd.; WHBU, Anderson, Ind., applic. CP change equip., increase to 250 w D unltd.; NEW, Southern Oregon Pub. Co., Roseburg, Ore., CP 1500 kc 100 w D; WNBF, Binghamton, N. Y., applic. exp. auth. 1240 kc 500 w N 1 kw D move station locally, install new equip.; NEW, Clinton Brdcstg. Corp., Clinton, S. C., amended to 1380 kc 500 w D; KGFG, Oklahoma City, amended to change equip., increase D to 250 w; WWL, New Orleans, applic. modif. license from SH to unltd.; KGY, Olympia, Wash., applic. modif. license to unltd. except when KTW operates; WIL, St. Louis, applic. exp. auth. change equip., change to 1250 kc, increase to 250 w 500 w LS SH; WFEA, Merrimack, N. H., temp. auth. operate pending action on renewal; WGES, Chicago, same; WEDC, Chicago, same; WEVD, New York, license extended to 6-1-35, renewal applic. pending; WQAM, Miami, Fla., license extended to 6-1-35, renewal applic. pending; W6XZ, Bakersfield, Cal., granted renewal to 5-1-36; W6XAH, same company, granted renewal visual license to 5-1-36; W4XB, Miami Beach, Fla., relay license extended to 6-1-35; W1XAL, Boston, same.

APPLICATIONS DENIED—NEW, Anzi G. Barber, Montgomery, Ala., CP 1210 kc 100 w unltd., denied as in default.

APPLICATIONS DISMISSED—WHEC, Rochester, modif. license; WBNS, Columbus, O., modif. license; NEW, Twin Cities Broadcasters, Centralia, Wash., CP 1200 kc 100 w unltd.; KTFI, Twin Falls, Id., modif. license.

MISCELLANEOUS—WQAM, Miami, Fla., applic. remove aux. transmitter, previously granted, retired to closed files; NEW, Utah Brdcstg. Co., Salt Lake City, granted petition reopen proceedings for more testimony on applic. CP 1500 kc 100 w; KFBK, Sacramento, Cal., oral argument June 13 on CP applic. because of request of L. B. Wilson Inc., a respondent; E. W. Patrick, Brookfield, Mo., applic. CP 1310 kc withdrawn from docket due to amendment to 1210 kc; WDAY, Fargo, N. D., denied right intervene applic. new station at Moorhead, Minn.; WPFB, Hattiesburg, Miss., dismissed from docket applic. assign license to Geo. T. Bishop, contract since abrogated; WTCN, Minneapolis, permitted operate 30 days during adjustment engineering trouble; KSCJ, Sioux City, Ia., granted renewal license; WDRC, Hartford, Conn., same; KFEQ, St. Joseph, Mo., granted renewal to 8-1-35; WJJD, Chicago, denied petition for grant of CP move to Des Plains, Ill.

WJAG, KTHS, WBAL, KRLD, WTIC, KWJJ—Granted extension exp. auth. to 8-1-35.

WESG, Elmira, N. Y.—Ordered to change freq. to 1000 kc to 8-1-35, allowed to operate on 850 kc to 5-15-35.

RATIFICATIONS:

WSPA, Spartanburg, S. C.—Granted extension test period 10 days from 4-26-35 (April 25); WOR, Newark, granted extension test period 30 days from 4-27-35 (April 25); KONO, San Antonio, granted CO move locally (April 25); WLLH, Lowell, Mass., granted temp. auth. operate without approved freq. monitor (April 25); WJJD, Chicago, granted temp. auth. to begin at 5 a. m. CST to 8-1-35 (April 27); KOOS, Marshfield, Ore., granted auth. take depositions (April 24); WQAM, Miami, Fla., granted petition intervene applic. Jesse H. Jay for new station at Miami (April 25); WISC, Milwaukee & WHBL, Sheboygan, Wis., denied petition to reinstate and grant Milwaukee Brdcstg. Co. (which was granted 2-12-34 and protested by Press Pub. Co., of Sheboygan and hearing scheduled 2-22-35) and grant Press Pub. Co. applic. set for hearing 4-22-35 (April 20); WFIL, Philadelphia, denied petition modif. license without hearing and designated for hearing (April 19).

MAY 7

WJW, Akron—Granted CP new equip.

WKBO, Harrisburg—Granted CP change equip., increase to 100 w N 250 w D 1200 kc S-WKJC.

WKBZ, Muskegon, Mich.—Granted license for CP change equip., increase to 250 w D 100 w N 1500 kc unltd.

KGGM, Albuquerque, N. M.—Granted license for CP change equip., move transmitter & studio.

KFIO, Spokane—Granted license for CP move transmitter, install new equip.

WMBQ, Brooklyn—Granted vol. assign. license to Metropolitan Brdcstg. Corp.

KRNT, Des Moines—Granted extension exp. auth. 500 w N 1 kw D to 11-1-35 and applic. set for hearing.

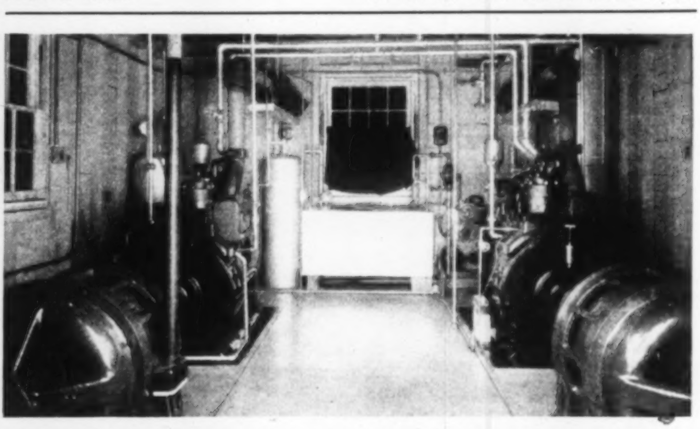
WIBG, Glenside, Pa.—Granted consent vol. assign. license to Seaboard Radio Brdcstg. Corp.

SPECIAL AUTHORIZATIONS—WCAC, Storrs, Conn., WICC, Bridgeport, Conn., WSVS, Buffalo, WFAS, White Plains, N. Y., WHDF, Calumet, Mich., KFDY, Calumet, Mich., granted consent operate spec. hours.

SET FOR HEARING—NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J., applic. CP 1210 kc 100 w D; NEW, Kilgore Daily News, Kilgore, Tex., applic. CP 990 kc 250 w D; NEW, Robert Louis Sanders, Palm Beach, Fla., applic. CP amended 1420 kc 100 w unltd.; NEW, Hartford Times Inc., Hartford, Conn., applic. CP 1200 kc 100 w unltd.; WIOD, Miami, Fla., applic. CP amended to 970 kc 5 kw D, install new equip.; NEW, Clark Standiford, Fresno, Cal., applic. CP 1210 kc 100 w unltd.; NEW, David Parmer, Columbus, Ga., applic. CP asking facilities WRBL, call letters WDPI, 1200 kc 100 w unltd.; WDZ, Tuscola, Ill., applic. CP amended to 1020 kc 250 w; NEW, Joplin Brdcstg. Co., Pittsburgh, Kan., applic. CP 1200 kc 100 w D; NEW, Charles C. Theis, Wichita, Kan., applic. CP 1210 kc 100 w unltd.; KFJM, Grand Forks, N. D., applic. CP 1390 kc 1 kw 5 kw D; KFNF, Shenandoah, Ia., applic. modif. license to S-KUSD, asks part of KUSD facilities; KTM, Los Angeles, applic. modif. license to 1 kw N; KGGC, San Francisco, applic. modif. license from SH to unltd.; KDFN, Casper, Wyo., applic. modif. to 780 kc, asks freq. used by KGHL.

MISCELLANEOUS—WLNH, Laconia, N. H., granted increase hours from D to unltd.; WAML, Laurel, Miss., granted auth. remain silent to 5-31-35 to move studio; KFRU, Columbia, Mo., granted continuance hearing to June; WMT, Waterloo, Ia., suspended for 90 days rider attached to CP re station site; KGFK, Moorhead, Minn., denied petition intervene applic. Walker Jamar CP new station at Duluth; WNBF, Binghamton, N. Y., CP new equip., increase to 250 w D, heretofore granted, retired to closed files; KID, Idaho Falls, modif. license 1320 kc 500 w 1 kw LS unltd., set for hearing, dismissed due to new applic.; NEW, Joseph H. Hallock, Vancouver, Wash., CP 1500 kc 100 w D, set for hearing, denied as in default.

APPLICATIONS DISMISSED (request of applicants)—WHP, Harrisburg, modif. license 1430 kc 1 kw unltd.; KGKO, Wichita Falls, Tex., modif. SA 570 kc 1 kw unltd.; NEW, Jesse H. Jay, Miami, CP 1200 kc 100 w unltd.; KGKO, Wichita Falls, ext. SA 570 kc 500 w 1 kw-LS unltd.; KFKA, Greely, Col., Modif. license 630 kc 500 w 1 kw-LS S-KPOF.



ROLLS HER OWN—Instead of tapping the city's power lines, WICC, Bridgeport, Conn., operated by the Bridgeport Broadcasting Co., generates her own power of 500 watts. Here are the two Fairbanks-Morse 30-hp. Diesel engine A. C. generating units which supply the power. One unit is operated at a time, 24 hours a day, 7 days a week, and the units are alternated every week. The plant generates approximately 160 kw.-hr. daily, and the power cost is said to be 1 cent per kw.-hr., whereas commercial power generally costs as much as 4 to 5 cents.

RATIFICATIONS:

WDAG, Amarillo, Tex., granted auth. extend program tests (April 30); WFIL, Philadelphia, granted extension exp. auth. 560 kc 1 kw N to 5-31-35 (May 1); WBAL, Baltimore, granted modif. exp. auth. synchronize with WJZ starting 8:45 p. m. Sunday evenings during daylight time (May 3); WMFE, New Britain, Conn., granted modif. CP change equip., approve transmitter & studio site, extend completion; Carl E. Struble, Robert L. Sanders, Okla. Press Pub Co., Bellingham Pub. Co., Mayor of Bellingham, Watcom County, Wash., granted petition to take depositions or intervene; KVOS Inc., denied petition intervene; petition of WLWL for reconsideration action setting its applic. for hearing overruled; request of WARD and WVFW for 20 days extension to file exceptions granted; Int'l Ladies Garment Workers granted petition intervene applic. new station at Albany.

Applications . . .
APRIL 29

NEW, Thames Brdcstg. Corp., New London, Conn.—CP 1200 kc 100 w unltd.

KXYZ, Houston, Tex.—License for CP change equip., increase from 500 w to 1 kw.

KPLC, Lake Charles, Fla.—License for CP as modif. new station 1500 kc 100 w unltd.

NEW, Black Hills Brdcst. Co., Rapid City, S. D.—CP 1370 kc 100 w unltd., amended re transmitter site.

KWTN, Watertown, S. D.—CP increase D to 250 w, amended re equip.

KLPM, Minot, N. D.—CP install new equip., move transmitter locally, change from 1240 to 600 kc, time from SH to unltd.

KFEQ, St. Joseph, Mo.—Vol. assign. license to KFEQ Inc.

NEW, Northern California Amusement Co. Inc., Yreka, Cal.—CP 1500 kc 100 w unltd., amended re transmitter & studio site.

APPLICATIONS RETURNED—NEW, W. L. Gleeson, Sacramento, Cal., CP 1490 kc 5 kw D; KUJ, Walla Walla, Wash., CP change equip., freq. from 1370 to 1340 kc, increase from 100 w to 1 kw D, time from D to unltd., facilities of KFPY, amended to change equip., transmitter site.

MAY 1

NEW, Hyman Altman, Detroit—CP 1370 kc 100 w D.

WCBA, Allentown, Pa.—Modif. license from 250 to 500 w, amended to 1 kw N & D.

WSAN, Allentown, Pa.—Same.

NEW, Pampa Daily News Inc., Pampa, Tex.—CP 1200 kc 100 w D amended to 1 kw N & D.

NEW, Plainview Brdcstg. Co., Plainview, Tex.—CP 1500 kc 100 w D, amended re transmitter site.

NEW, Bell Publishing Co., Belton, Tex.—CP 1310 kc 100 w D, amended to 1370 kc, studio Temple, Tex.

NEW, Valley Brdcstg. Co., Pomona, Cal.—CP 1160 kc 250 w D, asks call KPSP, amended jurat, signature, financial statement.

NEW, A. Corenson, Pasadena, Cal.—CP 1480 kc 100 w D, amended financial statement, ask applic. set for hearing.

KPOF, Denver—CP new transmitter, change equip.

NEW, Honolulu Brdcstg. Co. Ltd., Hilo, Hawaii—CP 1420 kc 100 w 250 w D unltd.

NEW, Cal. Sales Contract Co., San Francisco—CP 1280 kc 500 w 1 kw D unltd.

APPLICATIONS RETURNED—WTCN, Minneapolis, auth. determine power; NEW, Voice of the Black Hills, Rapid City, S. D., CP 1200 kc 100 w spec. hours; NEW, John A. Stump, Fairbanks, Alaska, CP 1210 kc 75 w spec. hours.

MAY 3

WSVA, Harrisonburg, Va.—Vol. assignment CP as modified to Shenandoah Valley Brdcstg. Corp.

WGBI, Scranton, Pa.—CP new equip., increase from 250 w to 1 kw, amended to 500 w D & N.

WEXL, Royal Oak, Mich.—CP new equip., change from 1310 to 1420 kc, 50 w to 100 w 250 w D, facilities of WMBC.

WWL, New Orleans — Extension spec. auth. operate unltd. to 2-1-36.

NEW, L & S Brdcstg. Co., Waycross, Ga.—CP 1200 kc 100 w unltd.; Brunswick, Ga., CP 1500 kc 100 w unltd.

KID, Idaho Falls—CPP move transmitter, increase from 250 w 500 w D to 500 w 1 kw D.

NEW, A. Corenson, Ventura, Cal.—CP 1210 kc 100 w unltd., amended to 600 kc 250 w.

APPLICATIONS RETURNED—WEXL, Royal Oak, Mich. — Modif. license from 1310 to 1420 kc, 50 w to 100 w 250 w D; NEW, E. L. Sherman & H. L. Corley, Trinidad, Col., CP 1370 kc 100 w unltd., amended to change equip.

MAY 6

WMFH, Boston — Modif. CP studio at Copley-Plaza hotel, transmitter at Speedway, extend completion.

KLUF, Galveston — License for spec. auth. increase to 100 w 250 w D, change equip.

KGRS, Amarillo, Tex. — Modif. license from spec. to unltd., request call of KGNC and facilities of WDAG.

WTFI, Athens, Ga. — Transfer of control to Norman K. Winston.

NEW, Walker Jamar, Duluth—CP 1200 kc 100 w unltd., amended to 1500 kc, requesting facilities of KGFK.

WTCN, Minneapolis — Modif. CP as modif. change equip., extend completion; license for CP as modified.

NEW, Golden Empire Brdcstg. Co., Sacramento, Cal.—CP 1500 kc 100 w unltd.

APPLICATIONS RETURNED — NEW, Rochester, N. Y., CP 1210 kc 250 w D; WOCL, Rochester, N. Y., CP new equip., move transmitter & studio locally, increase from 50 to 100 w 250 w D; KWEA, Shreveport, La., vol. assignment license to Allen W. Hinkel Dry Goods Co., Wichita, Kan.; KFDM, Beaumont, Tex., license from 500 w 1 kw D to 1 kw D & N, change time from unltd. to spec.; KGA, Spokane, extension spec. auth. 900 kc 1 kw 2½ kw D unltd.

MAY 7

WCAP, Asbury Park, N. J.—Exp. auth. use 1 kw 30 days.

NEW, Herbert Lee Blye, Uniontown, Pa.—CP 1420 kc 100 w D.

NEW, Herbert Lee Blye, Lebanon, Pa.—CP 1240 kc 250 w D, asks call WBLY.

WGCM, Mississippi City — CP change from 1210 to 1120 kc, change equip., change from spec. to unltd., from 100 w 250 w D to 500 w D & N, amended to unltd. except 8-9 p. m. Mon., Fri.

WIOD, Miami, Fla.—CP change equip.

NEW, A. E. Hughes, d/b Valdosta Brdcstg. Co., Valdosta, Ga.—CP 1500 kc 100 w D.

KSD, St. Louis—Modif. license change time from S-KFUO to unltd., contingent granting another freq. to KFUO, amended to ask facilities of KFUO, suggests 1010 kc to sunset for KFUO.

WOW, Omaha—Modif. to change equip., approval transmitter site, amended to change transmitter to 56th & Kansas Ave., Omaha.

KTM, Los Angeles—Modif. license from S-KELW to unltd., facilities of KELW.

NEW, E. L. Sherman & H. L. Corley, Trinidad, Col.—CP 1370 kc 100 w unltd., amended re equip.

MAY 9

WPG, Atlantic City—Vol. assign. license to City of Atlantic City.

WBZA, Boston—CP change equip.

NEW, Carl S. Taylor, DuBois Ia.—CP kc 100 w D amended to 850 kc 250 w.

WSPA, Spartanburg, S. C.—License for CP as modif. change freq., hours, increase D power, move transmitter.

WPFB, Hattiesburg, Miss.—Vol. assign. license to Forrest Brdcstg. Co.

WGES, Chicago—Modif. license from 500 w to 1 kw.

KFIM, Beaumont, Tex.—Modif. license from 500 w 1kw D to 1 kw N & D, change hours from unltd. to spec., amended to omit request for change in hours.

APPLICATIONS RETURNED — NEW, William S. Thellman, New Castle, Pa., CP 200 kc 100 w spec., WEXL, Royal Oak, Mich., modif. license from 1310 to 1420 kc, increase from 50 w to 100 w 250 w D; NEW, Chanute Brdcstg. Co., Chanute, Kans., CP 1220 kc 100 w unltd.; NEW, J. H. Withington, Los Angeles Co., Cal., CP 160 kc 100 w unltd.; NEW, W. L. Gleeson, Salinas, Cal., CP 1210 kc 100 w unltd.

WHIS, Bluefield, W. Va.—Modif. CP change equip.

WDAY, Fargo, N. D.—License for CP ½ kw D, change equip.

KABR, Aberdeen, S. D.—CP new equip., w N 250 w D unltd.

KFXD, Nampa, Ida.—License for CP change equip. 250 w D.

MAY 11

WBNX, New York—CP move transmitter, change equip., increase from 250 to w.

KFMJ, Grand Forks, N. D.—License for exp. auth. 250 w D.

KGBX, Springfield, Mo.—Extension exp. auth. 1230 kc 500 w LS to midnight at new transmitter site.

NEW, Victor B. Pitts, Raton, N. M.—CP 1500 kc 100 w unltd., amended to change applicant to Victor B. Pitts, D. V. Tostenson d/b Raton Brdcstg. Co.

KWYO, Sheridan, Wyo.—CP change equip., increase to 100 w N 250 w D.

Examiners' Reports . . .

WMBR, Jacksonville, Fla. — Examiner Dalbery recommended (I-45) that application for 1370 kc 100 w 250 w LS unltd. be denied.

NEW, Journal Co., Milwaukee—Examiner Hyde recommended (I-46) that application for CP 1010 kc 1 kw unltd. be denied.

NEW, Metro Brdcstg. Co., East Los Angeles, Cal. — Examiner Walker recommended (I-47) that applic. 820 kc 250 w ltd. be denied, and that applic. Fred L. Packard & A. Rosenberg, Los Angeles, for CP 1160 kc 250 w D be denied.

KFBB, Great Falls, Mont.—Examiner Dalberg recommended (1-48) that applic. 610 kc be denied.

KCRC, Enid, Okla.—Examiner Hyde recommended (1-49) that applic. 1360 kc 250 w unltd. be granted in part, with 250 w 1360 kc D, one-fourth time N.

NEW, Guthrie Brdcstg. Co., Guthrie, Okla. — Examiner Hyde recommended (1-50) that applic. CP 1200 kc 100 w N S-WBBZ be denied as in default and that applic. Howard Johnson for renewal of license for WBBZ be granted.

NEW, Jackson D. Magenau, Erie, Pa. —Examiner Hill recommended (1-51) that applic. CP 1370 kc 100 w unltd. be granted and applic. WMAN Brdcstg. Co., Mansfield, O., for same facilities be denied.

KGFJ, Los Angeles—Examiner Walker recommended (I-52) that applic. CP 100 w 250 w LS be denied.

AN ANONYMOUS listener to the *Romance of Song* on WOR on May 3 offered unnamed gifts to the radio audience with the idea of finding how great was the interest in a popular program with good music and to find a program of this type for possible sponsorship. The gifts proved to be silver polish.

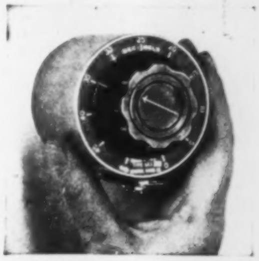
Compromise Is Sought On Orchestra $3 Fee

COMPROMISE of the difficulties between Local 802, American Federation of Musicians, and New York hotel and restaurant owners, is expected to be completed on a compromise basis after the Federation's convention at Atlantic City next month.

Preliminary meetings in New York between spokesmen for the Local and the hotel interests have produced the suggestion that orchestras be permitted to make two broadcasts weekly without an extra charge being assessed for the union's unemployment fund. For the third and succeeding broadcasts, however, the Local still expects to collect $3 per man per broadcast. An attempt has been made to collect this since March 5 on all broadcasts, but the result has been that New York hotel and restaurant orchestras have been put off the air.

KFPY Wins Case

IN AN OPINION on May 6, the U. S. Court of Appeals for the District of Columbia, sustained the decision of former Radio Commission last year authorizing KFPY, Spokane, to shift in frequency from 1340 to 900 kc., over the competitive application of KSEI, Pocatello, Idaho, which desired a shift from 890 kc. The court held the case was decided on the facts and that the decision was not arbitrary or capricious. Further, it held that state quota was not directly involved.



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Radio and Cinema in Europe To Cooperate on Television

Meeting Under League of Nations Auspices, Program For Orderly Development of Art Is Adopted

THE FIRST international conference in history on television, in which it developed that motion picture interests of Europe are fearful of the effect of visual radio upon their industry, was held in Nice, France, last month under the auspices of the League of Nations. Plans for a permanent cooperative committee on television were adopted and arrangements made for "cooperation" between broadcasting and motion picture groups of Europe.

Apparently anxious to keep the sessions secret, the conferees met on April 4 and 5 at the invitation of the International Institute of Educational Cinematography, affiliated with the League of Nations. Private organizations, including NBC and RCA, were represented, along with radio administrations of European countries, motion picture interests and the International Broadcasting Union, European broadcasting association. Representing NBC was its European representative Max Jordon, while RCA Manufacturing Co. was represented by W. F. Garling.

Four-point Agreement

AFTER the two day discussion, the conference agreed:

1. That television is still in its preliminary stages even insofar as transmission with film is concerned, and that transmission from the scene, such as parades, studio performances and the like is not yet practicable.
2. To create a committee representing the motion picture and broadcasting industries in Europe, with the participation of the League, to study the progress of television and to work cooperatively.
3. To establish, through the Cinematographic Institute in Rome, an office to serve as a clearing house on television information.
4. That there should be close cooperation between motion pictures broadcasting because of the direct relationship in visual broadcasting.

An effort was made to have the conference go on record in favor of future government control of television in line with the "European plan" of radio operation by government but this was blocked when Mr. Jordon pointed out that in the United States broadcasting is not government controlled and that television, if and when it becomes practicable, probably will be operated by private initiative.

The conference was suggested by the British Film Institute of London, obviously because of the school of thought that television some day may supplant the cinema. Representatives of this organization apparently felt that the film industry should become identified with television in its embryo stage, to be in position to control it when it becomes a practicable medium of entertainment. The view was expressed, however, that television does not offer any immediate danger to the films because of its lack of development and also due to the probable high cost of equipment and of presentation. Finally, it was stated that color films are coming into their own, whereas the best held out for television is "black and white".

Despite this the film representatives pressed the issue of agreement between broadcasters and producers on television. Some day, for example, it was said, the motion picture theatres might desire to present television features picked up from the scene direct, in the nature of "visual radio news reels". Mutual cooperation, they emphasized, would inure to the advantage of both.

Adopting Standards

THE MATTER of adopting standards for television also was discussed, with apparatus manufacturers opposed to it at this stage, but with the Broadcasting Union favorable on the ground that it would expedite development and end confusion.

Among others represented at the conference were the Marconi Co., of London; the Marconi Co., of Rome; the Telefunken Co. of Germany; British Broadcasting Corporation; Italian Broadcasting System; Swiss Broadcasting Organization; French broadcasting commission, and Belgian Broadcasting board. The League of Nations sent the Paris director of the Institute of Intellectual Cooperation.

Hearing in 970 kc. Case Is Deferred by the FCC

DUE to a reversal in the views of certain of the parties, the hearing involving a united proposal to realign stations on the 970 kc. clear channel scheduled for May 9 was postponed until further notice by the FCC Broadcast Division. Whether a hearing will be held at all is problematical, and it is not unlikely that the entire proposal will be dropped.

The channel originally was one of the clear channels assigned to the Fifth or Far Western zone, with KJR, Seattle, as the sole station using it at night. About two years ago, WCFL, Chicago Federation of Labor station, was authorized to operate on it fulltime, thus rendering it a shared or regional wave. The new proposal filed last winter was for two additional stations to occupy the channel—a 5,000 watt outlet for Fort Worth, to Amon G. Carter, newspaper publisher, and a 1,000 watt station in Albany, N. Y., for the Hearst newspapers. In addition, KJR would have procured a power increase from 5,000 to 10,000 watts.

A complicating factor developed April 27, however, when the International Ladies Garment Workers, of New York, filed an application for a 1,000 watt station in New York on the channel, and asked for a postponement of the hearing.

Wisconsin Ford Spots

A STATE-WIDE campaign will soon be launched in Wisconsin by the Ford dealers of that state, using four to six announcements daily over most of the stations in Wisconsin to sell cars taken in trade. The same plan that has been so successfully used in Omaha and elsewhere, that of using a "Radio Girl" who describes that day's special bargain in a used car as if she were a switchboard operator at the Ford dealer's answering a telephone request, will be followed. The Detroit office of N. W. Ayer & Son, Inc., in in charge of the campaign.

Yankee Network Starts New England Movement

TO PROMOTE New England industry and prosperity, Yankee Network has organized the "Yankee Minute Men" to present a "united front against all attacks that threaten the security of New England homes and industries." A quarter-hour evening period is given the organization and more time is promised if it is found necessary.

On the opening broadcast April 10, Gov. James M. Curley of Massachusetts was the speaker. Other New England governors also are to appear, as well as legislators, and they will discuss problems facing New England.

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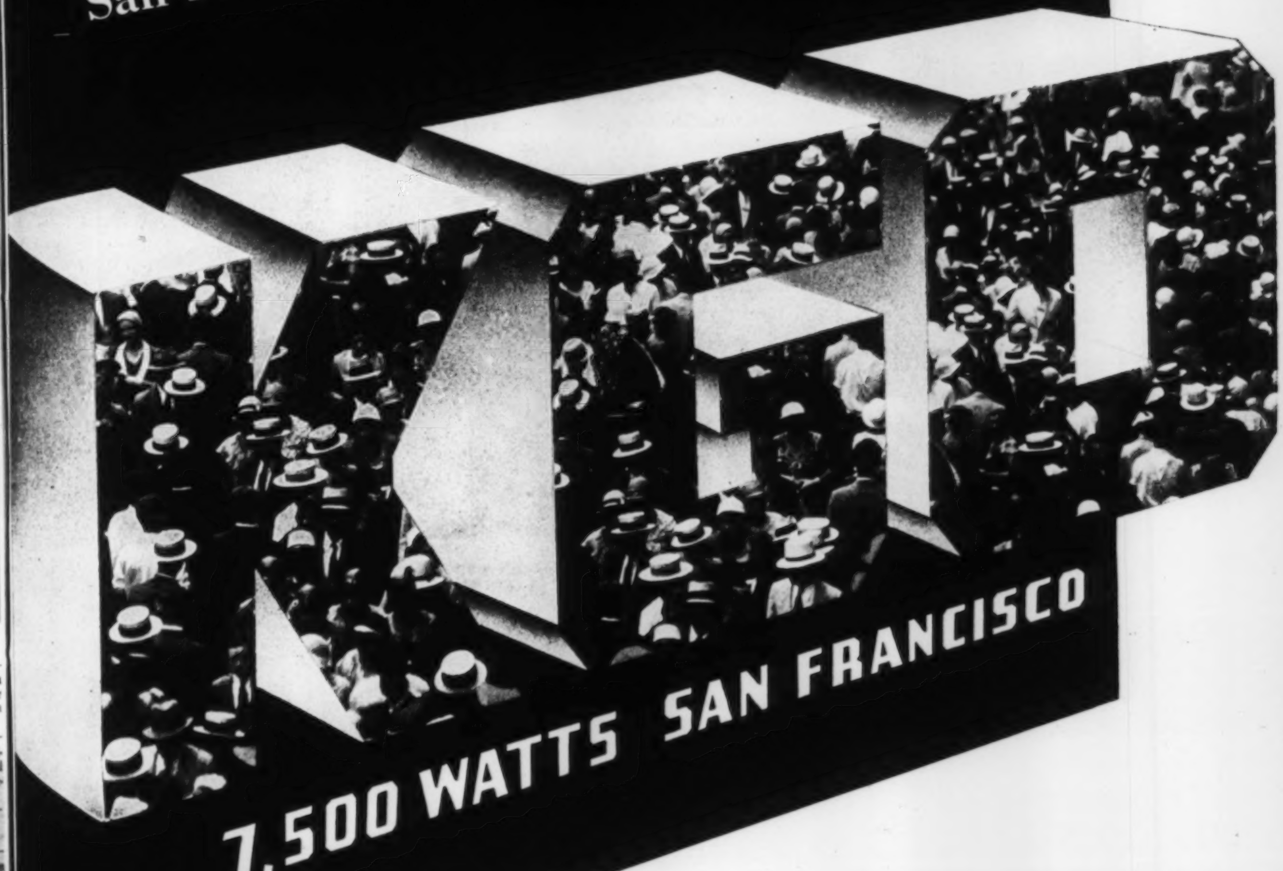

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